NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 27, 1981

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	J. CARSON ANNIVERSARY SP.(S)	28.0	22,820
2	BOB HOPE COMEDY SPECIAL(S)	22.6	18,420
3	NFL MONDAY NIGHT FOOTBALL	21.7	17,690
4	THREE'S COMPANY	21.6	17,600
5	CODE RED(S)	21.3	17,360
6	60 MINUTES	21.1	17,200
7	DIFF'RENT STROKES#	20.9	17,030
7	DUKES OF HAZZARD	20.9	17,030
9	NFL FOOTBALL SPECIAL(S)	20.2	16,460
10	TOO CLOSE FOR COMFORT	19.6	15,970
11	WALT DISNEY#	19.3	15,730
12	M*A*S*H	19.2	15,650
13	QUINCY, M.E.#	18.8	15,320
14	LAVERNE & SHIRLEY	18.5	15,080
15	BEST OF THE WEST	18.4	15,000
16	ALICE	18.2	14,830
17	DALLAS	17.8	14,510
17	JEFFERSONS	17.8	14,510
19	HAPPY DAYS	17.5	14,260

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	J. CARSON ANNIVERSARY SP.(S)	19.4	41,940
2	BOB HOPE COMEDY SPECIAL(S)	16.9	36,510
3	CODE RED(S)	16.8	36,240
4	DUKES OF HAZZARD	16.5	35,600
5	WALT DISNEY#	16.1	34,690
6	DIFF'RENT STROKES#	15.3	33,040
7	THREE'S COMPANY	14.9	32,230
8	60 MINUTES	14.7	31,800
9	LAVERNE & SHIRLEY	14.2	30,680
10	HAPPY DAYS	13.7	29,460
11	NFL MONDAY NIGHT FOOTBALL	13.6	29,250
12	NFL FOOTBALL SPECIAL(S)	13.5	29,190
13	GREATEST AMERICAN HERO	13.2	28,360
14	ALICE	13.0	28,010
15	M*A*S*H	12.8	27,620
16	INCREDIBLE HULK	12.5	26,870
17	TOO CLOSE FOR COMFORT	12.5	26,850
18	JEFFERSONS	12.4	26,780
19	BEST OF THE WEST	12.3	26,470

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	J. CARSON ANNIVERSARY SP.(S)	22.7	19,250
2	BOB HOPE COMEDY SPECIAL(S)	18.3	15,480
3	CODE RED(S)	17.6	14,930
4	THREE'S COMPANY	17.2	14,530
5	60 MINUTES	16.4	13,930
6	QUINCY, M.E.#	16.3	13,840
7	JEFFERSONS	16.2	13,700
8	M*A*S*H	16.0	13,540
9	DIFF'RENT STROKES#	15.9	13,480
10	ALICE	15.7	13,270
11	TOO CLOSE FOR COMFORT	15.3	12,980
12	HOUSE CALLS	14.7	12,450
13	DALLAS	14.6	12,340
14	LAVERNE & SHIRLEY	14.5	12,280
15	DUKES OF HAZZARD	14.4	12,210
16	LITTLE HOUSE-PRAIRIE#	14.1	11,980
17	MAGNUM, P.I.	14.0	11,860
18	HART TO HART	14.0	11,820

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	J. CARSON ANNIVERSARY SP.(S)	23.4	17,790
2	NFL MONDAY NIGHT FOOTBALL	22.0	16,780
3	NFL FOOTBALL SPECIAL(S)	20.6	15,680
4	60 MINUTES	18.8	14,310
5	BOB HOPE COMEDY SPECIAL(S)	18.3	13,950
6	CODE RED(S)	17.4	13,240
7	CBS NFL FTBL GM 1	15.0	11,410
8	CBS SAT. NIGHT MOVIE	14.8	11,280
9	CBS NFL FTBL GM 2	14.6	11,110
10	NFL FOOTBALL GAME 1-NBC	13.4	10,220
11	BIG EVENT#	13.3	10,160
12	NCAA FOOTBALL GAME 2#	13.3	10,110
13	ALICE	13.2	10,080
14	SALEM'S LOT(S)	13.1	10,010
15	DUKES OF HAZZARD	13.1	9,960
16	JEFFERSONS	13.1	9,950
16	TAXI#	13.1	9,950
18	ARCHIE BUNKER'S PLACE	12.7	9,700
19	WALT DISNEY#	12.7	9,670
20	ABC SUNDAY NIGHT MOVIE	12.7	9,640

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS. FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING — TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 27, 1981

NIELSEN AVERAGE AUDIENCE

WOMEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	J. CARSON ANNIVERSARY SP.(S)	22.0	11,700
2	CODE RED(S)	17.5	9,320
3	THREE'S COMPANY	17.3	9,190
4	LAVERNE & SHIRLEY	16.5	8,760
5	BOB HOPE COMEDY SPECIAL(S)	16.3	8,640
6	QUINCY, M.E.#	16.1	8,560
7	M*A*S*H	15.6	8,280
8	HAPPY DAYS	15.3	8,150
9	ABC SUNDAY NIGHT MOVIE	14.8	7,850
10	TOO CLOSE FOR COMFORT	14.5	7,700
11	JEFFERSONS	14.3	7,590
12	DIFF'RENT STROKES#	14.1	7,490
13	GREATEST AMERICAN HERO	13.9	7,390
14	DALLAS	13.8	7,340
15	ALICE	13.6	7,230
16	HOUSE CALLS	13.5	7,180
17	HART TO HART	13.5	7,150
18	DUKES OF HAZZARD	13.4	7,130

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	25.0	6,470
2	J. CARSON ANNIVERSARY SP.(S)	24.3	6,280
3	BOB HOPE COMEDY SPECIAL(S)	22.1	5,730
4	REAL PEOPLE	21.6	5,600
5	MAGNUM, P.I.	21.3	5,500
6	LOVE LETTER TO JACK BENNY(S)	21.1	5,460
7	JEFFERSONS	20.8	5,390
8	ALICE	20.7	5,350
9	DIFF'RENT STROKES#	19.7	5,100
10	ONE DAY AT A TIME	18.7	4,850
11	HAYWIRE(S)	18.4	4,750
12	ARCHIE BUNKER'S PLACE	18.2	4,710
12	LITTLE HOUSE-PRAIRIE#	18.2	4,710
14	CODE RED(S)	17.8	4,610
15	NBC THURSDAY NIGHT MOVIES#	17.4	4,510
16	QUINCY, M.E.#	16.9	4,380
16	WALT DISNEY#	16.9	4,380
18	THREE'S COMPANY	16.8	4,350
19	DUKES OF HAZZARD	16.8	4,340
20	TOO CLOSE FOR COMFORT	16.7	4,320

MEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	J. CARSON ANNIVERSARY SP.(S)	22.6	11,530
2	NFL MONDAY NIGHT FOOTBALL	22.0	11,220
3	NFL FOOTBALL SPECIAL(S)	20.2	10,280
4	CODE RED(S)	17.4	8,850
5	60 MINUTES	15.5	7,880
6	CBS NFL FTBL GM 2	15.3	7,820
7	BOB HOPE COMEDY SPECIAL(S)	15.2	7,730
8	CBS NFL FTBL GM 1	15.1	7,720
9	BIG EVENT#	14.8	7,560
10	TAXI#	14.4	7,320
11	ABC SUNDAY NIGHT MOVIE	14.2	7,250
12	CBS SAT. NIGHT MOVIE	14.0	7,130
13	NFL FOOTBALL GAME 1-NBC	13.4	6,840
14	20/20#	13.3	6,770
15	GREATEST AMERICAN HERO	12.8	6,540
16	THAT'S INCREDIBLE	12.3	6,250
17	NCAA FOOTBALL GAME 2#	11.9	6,070
18	BEST OF THE WEST	11.9	6,050
19	SALEM'S LOT(S)	11.7	5,950
20	THREE'S COMPANY	11.6	5,940

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	28.2	5,580
2	BOB HOPE COMEDY SPECIAL(S)	24.9	4,930
3	J. CARSON ANNIVERSARY SP.(S)	24.0	4,750
4	NFL FOOTBALL SPECIAL(S)	21.3	4,230
5	NFL MONDAY NIGHT FOOTBALL	21.0	4,160
6	ALICE	20.2	4,010
7	ARCHIE BUNKER'S PLACE	19.1	3,780
7	JEFFERSONS	19.1	3,780
9	ONE DAY AT A TIME	18.2	3,600
10	CODE RED(S)	18.1	3,590
11	REAL PEOPLE	17.8	3,530
12	WALT DISNEY#	17.7	3,500
13	DIFF'RENT STROKES#	17.4	3,440
14	LOVE LETTER TO JACK BENNY(S)	16.9	3,350
15	NCAA FOOTBALL GAME 2#	16.8	3,330
16	NBC NIGHTLY NEWS	16.5	3,270
17	TRAPPER JOHN, M.D.	16.2	3,210
18	CBS SAT. NIGHT MOVIE	16.1	3,190
19	DUKES OF HAZZARD	16.0	3,170
20	MAGNUM, P.I.	15.3	3,040

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•EVENING																										
ABC FRIDAY NIGHT MOVIE	37	187	188	A	12.1	22	986	1555	721	315	836	318	461	404	384	301	583	190	367	335	321	174	65^	28v	71^	54^
FRI. 9.00P 120 ABC FF		96	98	B	12.2	21	994																			
9.00 - 9.30				A	11.6	20	945	1565	735	322	869	341	488	418	390	312	551	198	369	305	288	162	63^	24v	82^	59^
9.30 - 10.00				A	11.8	21	962	1547	736	319	848	319	454	380	385	322	570	205	372	311	290	169	51^	25v	78^	55^
10.00 - 10.30				A	12.4	23	1011	1534	710	299	807	299	431	388	370	303	592	172	366	348	340	184	65^	36^	70^	56^
10.30 - 11.00				A	12.5	24	1019	1581	712	320	823	308	469	431	394	272	618	180	360	371	365	185	85^	31^	55^	45^
ABC NEWSBRIEF-M-F	238	184	187	A	16.4	27	1337	1749	660	295	735	299	458	393	315	228	644	276	423	362	287	177	154	67	216	141
M & F 8.58P 1 ABC N		96	97	B	15.9	26	1296																			
1 TU & W 9.58P 1																										
1 THU. 10.13P 1																										
2 TU&TH 9.58P 1																										
2 WED. 9.57P 2																										
ABC NEWSBRIEF-SAT.	48	195	192	A	17.9	33	1459	1831	732	250	796	276	448	393	319	308	531	196	313	263	245	204	210	87	294	225
SAT. 9.58P 1 ABC N		97	98	B	19.8	35	1614																			
ABC NEWSBRIEF-SUN.	48	194	195	A	15.7	24	1280	2059	782	369	848	416	618	502	323	177	773	390	606	475	331	145	233	81^	205	129
1 SUN. 9.29P 1 ABC N		98	98	B	13.5	22	1100																			
2 SUN. 9.50P 2																										
ABC SPORTSBRIEF-SAT	3	190	190	A	15.4	28	1255	1809	715	291	797	291	486	389	295	291	570	226	365	322	242	172	177	84^	265	195
1 SAT. 8.58P 1 ABC N		98	97	B	14.5	26	1182																			
2 SAT. 9.09P 2																										
ABC SPORTSBRIEF-SUN	3	191	191	A	12.3	21	1002	2145	714	382	851	418	639	538	371	169	571	262	420	369	274	125	282	153	441	298
SUN. 7.57P 2 ABC N		99	99	B	11.6	20	945																			
ABC SUNDAY NIGHT MOVIE	45	196	196	A	15.1	24	1231	2008	814	382	877	383	636	543	390	178	783	347	588	502	380	147	180	63^	168	94^
1 SUN. 9.30P 90 ABC FF		98	99	B	17.5	28	1426																			
2 SUN. 8.00P 145																										
8.00 - 8.30				A	13.1	21	1068	2355	787	426	911	457	794	629	431	80^	777	381	638	530	372	101^	305	123^	362	237
8.30 - 9.00				A	14.5	22	1182	2279	866	491	939	470	812	647	433	91^	845	410	677	609	413	102^	265	105^	230	129^
9.00 - 9.30				A	14.4	22	1174	2142	869	459	919	503	773	589	356	109^	776	456	658	505	287	97^	223	54^	224	139^
9.30 - 10.00				A	16.4	26	1337	2003	810	352	863	388	588	511	345	210	783	345	581	479	368	164	181	61^	176	102
10.00 - 10.30				A	15.5	26	1263	1819	792	341	846	340	559	480	372	218	764	316	560	482	382	160	117	42^	92^	32^
10.30 - 11.00				A	15.7	29	1280	1616	759	309	805	191	438	475	451	272	740	216	444	435	436	204	54^	15v	17v	LT
ABC WORLD NEWS TONIGHT	238	197	199	A	11.3	23	921	1405	649	188	683	166	302	293	359	323	597	137	277	274	331	271	38^	23^	87	49^
M-F 6.30P 30 ABC N		98	98	B	11.8	23	962																			
ABC WRLD NEWS TONIGHT-SUN	42	135	152	A	4.4	9	359	1565	782	177^	841	279^	404	360	337	337	632	130^	337	345	377	223^	53v	36v	39v	LT
SUN. 6.30P 30 ABC N		82	86	B	8.1	16	660																			
ALICE	36	192	194	A	18.2	28	1483	1889	794	279	896	295	490	427	410	361	680	253	365	353	251	270	132	72^	181	141
1 SUN. 9.35P 30 CBS CS		99	99	B	20.5	32	1671																			
2 SUN. 9.23P 30																										
ALL QUIET-WESTERN FRONT(S)		188		A	11.1	19	905	1722	736	281	826	310	497	432	382	239^	706	253^	434	420	389	216^	72^	18v	118^	84^
1 WED. 8.00P 180 CBS GD		99																								
8.00 - 8.30				A	9.2	16	750	1637	644	245^	797	232^	363	369	336	330	635	222^	371	326	352	231^	65v	30v	140^	80v
8.30 - 9.00				A	10.1	17	823	1628	704	253^	831	254^	445	425	406	288	618	190^	323	335	347	246^	54v	18v	125^	86^
9.00 - 9.30				A	12.4	20	1011	1695	708	290	795	288	492	440	373	229^	725	286	468	434	392	203^	60^	7v	115^	86^
9.30 - 10.00				A	11.8	20	962	1741	718	296	795	325	508	423	359	212^	744	309	500	456	390	192^	79^	13v	123^	88^
10.00 - 10.30				A	12.0	21	978	1765	796	320	851	371	572	445	385	196^	747	272	478	471	411	202^	62^	16v	105^	75^
10.30 - 11.00				A	11.4	21	929	1773	800	264	862	358	560	466	419	197^	721	219^	423	449	419	225^	91^	18v	99^	79^

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
EVENING CONT'D																										
ANSON 'N' LORRIE(S)		194		A	9.8	19	799	1747	802	410	874	262^	503	458	444	318	537	154^	268^	243^	227^	234^	190^	79^	146^	129^
1 SAT. 10.00P 60 NBC GV		95																								
10.00 - 10.30				A	10.1	19	823	1745	803	416	876	274^	511	462	427	311	505	133^	243^	223^	222^	231^	185^	74^	179^	157^
10.30 - 11.00				A	9.4	18	766	1752	807	408	878	250^	497	458	463	326	571	179^	296^	265^	231^	238^	193^	83^	110^	99^
ARCHIE BUNKER'S PLACE	35	194	194	A	15.9	25	1296	1753	701	286	777	193	359	344	371	363	749	246	421	401	314	291	54^	18v	173	106
1 SUN. 8.35P 30 CBS CS		99	99	B	18.2	30	1483																			
2 SUN. 8.23P 30																										
BARBARA MANDRELL	37	210	209	A	12.8	24	1043	1929	815	232	884	232	425	396	397	388	625	162	312	283	299	267	228	118	192	123
SAT. 8.00P 60 NBC GV		97	99	B	14.5	27	1182																			
8.00 - 8.30				A	12.6	24	1027	1950	810	220	876	230	414	384	387	394	638	174	330	290	296	268	236	121	200	128
8.30 - 9.00				A	13.1	24	1068	1882	809	239	879	230	429	401	403	378	602	147	293	273	297	258	217	115	184	114
BENSON	40	199	193	A	15.0	28	1223	1753	700	307	801	295	445	363	329	310	491	184	284	216	225	182	151	81^	310	219
FRI. 8.00P 30 ABC CS		97	98	B	14.5	27	1182																			
BEST OF THE WEST	2	199	203	A	18.4	31	1500	1765	598	245	643	270	415	360	260	193	611	281	403	368	259	176	169	92	342	248
1 THU. 8.00P 30 ABC CS		99	99	B	18.4	31	1500																			
2 THU. 8.30P 30																										
BIG EVENT	43	205		A	15.5	27	1263	1854	653	280	723	315	539	445	387	128^	805	389	599	432	351	147^	197	86^	129^	96^
1 SUN. 9.00P 120 NBC FV		97		B	17.4	28	1418																			
9.00 - 9.30				A	11.7	19	954	1873	687	273	753	298	523	459	397	165^	725	292	522	429	382	133^	216^	109^	179^	131^
9.30 - 10.00				A	15.1	25	1231	1946	665	274	738	296	547	467	407	135^	837	403	627	451	386	144^	200	82^	171^	108^
10.00 - 10.30				A	17.2	30	1402	1831	630	270	692	313	529	435	379	108^	829	408	619	437	353	152^	195	79^	115^	91^
10.30 - 11.00				A	18.1	34	1475	1768	638	294	714	340	550	424	374	115^	797	415	597	412	297	148^	183	80^	74^	63^
BOB HOPE COMEDY SPECIAL(S)			207	A	22.6	35	1842	1982	760	269	840	299	469	410	299	311	757	305	420	399	294	267	199	82^	186	136
2 SUN. 8.00P 60 NBC GV			99																							
8.00 - 8.30				A	20.2	32	1646	2033	749	259	833	311	482	409	295	292	781	344	437	402	276	275	198	84^	221	156
8.30 - 9.00				A	25.0	38	2038	1938	768	276	843	287	457	413	304	324	737	273	407	394	308	262	202	82^	156	120
CBS EVENING NEWS-RATHER	239	197	196	A	11.4	23	929	1642	711	231	767	141	277	306	352	417	692	155	326	306	322	325	82	40^	101	60^
M-F 6.30P 30 CBS N		99	98	B	13.6	26	1108																			
CBS SAT. NEWS-SCHIEFFER	47	148	138	A	9.0	20	734	1749	777	236	808	180	301	262	355	448	740	147^	357	353	397	317	60^	LT	141^	76^
SAT. 6.30P 30 CBS N		86	85	B	9.6	21	782																			
CBS SAT. NIGHT MOVIE	17	194	191	A	16.2	30	1320	1992	706	233	771	285	444	388	377	253	854	305	540	504	450	241	152	56^	215	161
1 SAT. 9.00P 120 CBS FF		98	99	B	12.5	25	1019																			
2 SAT. 9.00P 90																										
9.00 - 9.30				A	15.7	28	1280	2079	681	247	746	266	422	371	372	255	838	302	522	497	438	241	171	63^	324	228
9.30 - 10.00				A	15.4	28	1255	2022	691	223	760	273	437	392	382	244	837	295	525	507	451	229	175	63^	250	194
10.00 - 10.30				A	16.4	31	1337	1924	716	208	779	298	437	397	376	257	841	312	539	489	436	235	147	58^	157	121
10.30 - 11.00				A	18.8	37	1532	1886	742	265	803	319	496	391	367	252	928	315	592	520	490	278	86^	29v	69^	60^
CBS TUESDAY NIGHT MOVIES	29	180		A	13.6	23	1108	1734	856	367	945	367	582	588	455	231	595	208^	352	303	283	186^	127^	44v	67^	36v
1 TUE. 9.00P 120 CBS FF		94		B	16.5	27	1345																			
9.00 - 9.30				A	12.2	20	994	1783	867	379	941	322	547	563	455	273	608	208^	376	320	286	187^	133^	40v	101^	57v
9.30 - 10.00				A	13.3	22	1084	1761	851	402	928	366	572	572	428	229	597	196^	354	310	290	190^	129^	43v	107^	70^
10.00 - 10.30				A	14.3	25	1165	1739	865	345	958	384	586	605	473	221	609	214	357	314	296	185^	131^	53^	41v	22v
10.30 - 11.00				A	14.8	27	1206	1627	824	336	927	385	608	589	443	199	558	207	321	264	254	180^	121^	40v	21v	LT

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME	DUR	NET	PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
EVENING CONT'D																													
CHIPS				35		205	A	13.0	23	1060	2173	772	190^	789	345	519	404	257	250	789	443	528	432	200^	205^	146^	44v	449	278
2 SUN. 7.00P	60	NBC	OP			99	B	17.3	29	1410																			
7.00 - 7.30							A	10.9	20	888	2113	760	130^	776	330	482	381	230^	281	815	454	541	452	184^	228^	110^	30v	412	264^
7.30 - 8.00							A	15.0	26	1223	2223	783	233	800	358	549	420	273	229	773	440	522	418	207	189^	170^	52^	480	288
CODE RED(S)					196		A	21.3	35	1736	2088	780	340	861	347	537	512	374	265	763	291	510	443	382	207	135^	46^	329	196
1 SUN. 8.00P	90	ABC	FF		98																								
8.00 - 8.30							A	17.8	30	1451	2138	764	364	834	353	545	520	365	235	702	274	477	419	357	184	139^	41v	463	260
8.30 - 9.00							A	22.5	37	1834	2121	782	325	865	356	541	505	372	267	774	299	502	435	377	221	137	45^	345	218
9.00 - 9.30							A	23.7	39	1932	2011	781	334	871	332	525	505	380	286	796	298	539	464	402	213	131	51^	213	126
CRASH ISLAND(S)					188		A	13.2	23	1076	1764	645	286	672	164^	328	326	324	288	633	197^	303	288	309	259	209^	119^	250	181^
1 TUE. 8.00P	60	NBC	A		90																								
8.00 - 8.30							A	12.9	22	1051	1775	668	310	701	175^	348	337	329	300	630	199^	291	281	301	261	221^	134^	223^	168^
8.30 - 9.00							A	13.5	23	1100	1750	623	262	644	152^	308	313	318	279	635	197^	316	294	315	256	195^	104^	276	192^
DALLAS				41	199	200	A	17.8	33	1451	1716	781	285	850	331	506	420	361	277	560	220	350	335	252	165	113	57^	193	144
FRI. 10.00P	60	CBS	GD		99	99	B	25.8	46	2103																			
10.00 - 10.30							A	17.7	33	1443	1739	774	293	846	326	505	419	365	279	563	226	355	341	254	163	111	54^	219	158
10.30 - 11.00							A	18.0	34	1467	1673	782	275	847	331	500	417	355	276	549	211	340	327	246	162	112	59^	165	128
DIFF'RENT STROKES				40	198		A	20.9	34	1703	1940	747	282	791	275	438	371	320	300	530	167	290	258	218	202	212	119^	407	275
1 WED. 9.00P	60	NBC	CS		96		B	19.8	32	1614																			
9.00 - 9.30							A	20.5	34	1671	1969	763	279	797	258	429	384	328	317	539	153	287	269	238	209	214	117^	419	283
9.30 - 10.00							A	21.4	35	1744	1898	729	284	782	292	448	356	310	283	515	179	285	243	195	194	209	118^	392	269
DUKES OF HAZZARD				40	201	200	A	20.9	37	1703	2090	685	216	717	259	420	341	295	255	583	205	347	322	290	186	199	76	591	386
FRI. 9.00P	60	CBS	CS		99	99	B	22.9	40	1866																			
9.00 - 9.30							A	20.0	35	1630	2139	700	213	734	274	424	351	291	261	584	203	338	318	295	191	195	73^	626	406
9.30 - 10.00							A	21.8	38	1777	2039	666	215	697	245	410	335	295	246	583	206	357	326	283	182	203	80	556	367
DYNASTY				9	198	199	A	13.9	25	1133	1524	772	275	823	352	525	457	364	205	526	190	328	317	255	150	121	71^	54^	35^
WED. 10.00P	60	ABC	GD		99	99	B	11.8	21	962																			
10.00 - 10.30							A	13.5	23	1100	1504	751	276	793	319	501	461	367	202	507	177	319	308	252	145	134	71^	70^	42^
10.30 - 11.00							A	14.3	27	1165	1539	794	272	850	383	550	451	362	206	543	202	339	324	258	153	106	68^	40^	27^
ENOS				10	176		A	12.1	24	986	2093	693	272	781	310	500	358	337	245	658	314	450	358	293	174^	161^	105^	493	380
1 SAT. 8.00P	60	CBS	CS		95		B	10.7	24	872																			
8.00 - 8.30							A	10.9	22	888	2116	718	293	804	321	539	391	364	233^	670	326	450	373	292	175^	149^	96^	493	372
8.30 - 9.00							A	13.3	25	1084	2064	671	254	760	297	468	331	314	256	644	308	448	343	289	171^	167^	112^	493	388
EVERY STRAY DOG AND KID(S)						212	A	15.6	25	1271	1662	749	226	773	236	379	342	287	331	525	187	252	195	155^	231	127^	92^	237	186^
2 MON. 8.00P	60	NBC	GD			99																							
8.00 - 8.30							A	15.4	25	1255	1668	745	226	766	220	354	331	291	340	527	185^	254	191	154^	232	135^	102^	240	188^
8.30 - 9.00							A	15.9	25	1296	1634	746	223	768	246	398	350	280	317	515	188	247	195	152^	227	118^	81^	233	183^
FANTASY ISLAND				41	198		A	15.4	30	1255	1982	710	95^	731	267	507	438	357	188^	599	274	452	357	283	147^	391	201	261	206
1 SAT. 10.00P	60	ABC	A		99		B	18.6	35	1516																			
10.00 - 10.30							A	15.8	30	1288	1934	702	107^	722	250	490	433	358	194	584	261	441	348	284	143^	358	184	270	212
10.30 - 11.00							A	15.1	29	1231	2010	711	83^	733	283	518	438	354	179^	609	288	461	362	277	148^	421	216	247	198
FUTURE:WHAT'S NEXT(S)					185		A	10.5	18	856	1904	674	373	838	307	463	361	367	324	719	241^	384	367	324	278	153^	23v	194^	100^
1 TUE. 8.00P	60	CBS	DO		98																								
8.00 - 8.30							A	10.0	17	815	1955	653	439	921	368	526	342	387	344	702	235^	364	359	313	276^	133^	22v	199^	93^
8.30 - 9.00							A	11.0	19	897	1843	689	311	755	245^	400	378	350	302	736	249^	404	374	330	279	165^	23v	187^	105^

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
GAMES PEOPLE PLAY	2	181	189	A	9.4	16	766	1932	779	273	817	247	400	327	338	373	717	268	413	378	331	248	138^	55^	260	173
THU. 8.00P 60 NBC PV		96	90	B	9.4	16	766																			
8.00 - 8.30				A	9.1	16	742	1841	752	240	789	232	361	302	335	377	693	255	387	359	322	247	126^	45^	233	150^
8.30 - 9.00				A	9.6	16	782	2023	815	309	850	263	439	350	346	372	740	277	433	400	340	251	148^	61^	285	198
GET HIGH ON YOURSELF(S)		211		A	12.4	21	1011	1893	651	310	751	308	500	418	334	212^	564	221^	395	365	303	97^	289	152^	289	223^
1 SUN. 8.00P 60 NBC GD		99																								
8.00 - 8.30				A	12.3	21	1002	1875	630	298	743	289	486	408	334	218^	561	218^	392	358	300	96^	268	137^	303	243
8.30 - 9.00				A	12.4	20	1011	1922	677	321	767	332	521	432	337	208^	569	225^	398	373	305	100^	310	166^	276	203^
GREATEST AMERICAN HERO	13	194	196	A	17.3	28	1410	2011	667	322	738	382	523	424	272	167	603	322	462	385	243	102	240	99	430	261
1 WED. 8.00P 60 ABC CS		98	99	B	18.4	30	1500																			
2 WED. 8.00P 120																										
8.00 - 8.30				A	16.0	28	1304	2035	659	305	731	358	488	407	273	190	596	311	448	380	240	110	224	90^	484	278
8.30 - 9.00				A	17.4	29	1418	2114	695	327	763	398	539	433	268	171	596	319	467	389	239	95	244	108	511	312
9.00 - 9.30				A	18.7	29	1524	1913	628	322	688	388	530	411	251	128^	609	343	484	392	239	83^	242	83^	374	235
9.30 - 10.00				A	18.3	29	1491	1869	670	339	755	400	555	446	288	155^	623	322	466	385	263	114^	249	103^	242	160
HAPPY DAYS	40	199	197	A	17.5	30	1426	2066	717	320	793	374	572	465	302	167	519	219	354	289	219	143	263	141	491	361
TUE. 8.00P 30 ABC CS		97	98	B	18.7	31	1524																			
HART TO HART	36	206	197	A	17.3	30	1410	1607	746	307	838	321	507	470	350	266	557	233	366	306	223	173	135	54^	77^	56^
TUE. 10.00P 60 ABC PD		99	98	B	19.1	32	1557																			
10.00 - 10.30				A	17.7	30	1443	1620	746	305	832	317	500	477	345	268	562	229	366	309	233	173	145	59^	81^	61^
10.30 - 11.00				A	16.8	30	1369	1596	753	311	848	328	514	461	355	267	554	236	365	304	214	174	123	48^	71^	51^
HAYWIRE(S)			188	A	14.7	24	1198	1510	888	288	951	261	460	421	524	396	428	85^	163^	184^	264	212	67^	43v	64^	28v
2 WED. 8.00P 180 CBS GD			98																							
8.00 - 8.30				A	12.7	21	1035	1557	817	261	903	257	402	383	444	419	469	112^	190^	165^	237	248	58v	38v	127^	51v
8.30 - 9.00				A	13.2	21	1076	1645	904	297	1025	311	510	447	516	418	449	81^	155^	174^	247	250	56v	35v	115^	41v
9.00 - 9.30				A	14.3	22	1165	1527	914	273	991	301	490	440	531	397	397	60^	133^	162^	247	218	46v	22v	93^	32v
9.30 - 10.00				A	16.6	26	1353	1535	921	289	979	287	475	427	529	396	425	88^	151^	194	265	211	82^	50^	49^	27v
10.00 - 10.30				A	16.6	28	1353	1430	896	300	926	236	447	411	549	381	405	80^	163^	186	282	179	88^	58^	11v	11v
10.30 - 11.00				A	14.7	27	1198	1408	877	307	899	188^	439	424	562	380	425	78^	183^	217	304	180^	70^	53^	14v	14v
HERE'S BOOMER(S)		192		A	11.2	20	913	2004	642	197^	703	212^	346	366	295	299	643	201^	413	393	366	180^	115^	39v	543	338
1 SUN. 7.00P 60 NBC GV		94																								
7.00 - 7.30				A	10.0	19	815	1934	650	211^	704	202^	335	360	286^	311	655	201^	435	394	369	186^	88^	33v	487	313
7.30 - 8.00				A	12.3	22	1002	2067	643	187^	707	221^	359	374	304	290	634	198^	392	397	366	175^	135^	40v	591	359
HOUSE CALLS	41	190	192	A	16.9	27	1377	1645	801	343	904	339	521	467	378	299	532	218	324	261	210	165	144	88	65^	49^
MON. 9.30P 30 CBS CS		97	99	B	20.4	32	1663																			
INCREDIBLE HULK	34	195	192	A	15.3	28	1247	2155	693	193	752	284	415	373	287	276	605	232	351	298	270	200	197	85^	601	372
FRI. 8.00P 60 CBS SF		99	98	B	14.6	27	1190																			
8.00 - 8.30				A	13.8	26	1125	2096	687	169	750	277	396	358	281	291	587	214	327	262	262	209	185	78^	574	352
8.30 - 9.00				A	16.6	29	1353	2223	706	213	763	294	436	391	296	267	626	251	377	329	278	193	205	89	629	393
IT'S A LIVING	2	189	193	A	14.8	26	1206	1839	723	334	830	304	491	397	371	304	467	195	289	210	204	160	171	92^	371	262
FRI. 8.30P 30 ABC CS		96	98	B	14.8	26	1206																			
IT'S A LIVING SPECIAL(S)			198	A	8.6	15	701	1906	727	367	787	440	616	417	292^	126^	686	412	595	437	261^	91^	239^	92^	194^	106^
2 SUN. 10.25P 30 ABC CS			99																							
J. CARSON ANNIVERSARY SP.(S)			208	A	28.0	44	2282	1838	773	307	844	305	513	476	353	276	779	340	505	474	333	208	140	52^	75^	55^
CONT'D																										

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1981 REPORT

PROGRAM NAME / WK # DAY START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
EVENING CONT'D																													
J. CARSON ANNIVERS-CONT'D																													
2 SUN. 9.00P	120	NBC	GV			99																							
9.00 - 9.30							A	26.1	39	2127	1899	775	337	854	309	507	458	338	292	779	340	484	469	315	215	151	52^	115	87^
9.30 - 10.00							A	28.3	42	2306	1825	764	338	843	306	492	449	334	296	746	332	471	445	299	213	143	52^	93^	69^
10.00 - 10.30							A	28.7	46	2339	1791	758	286	829	287	496	474	363	274	772	326	498	469	342	212	137	56^	53^	39^
10.30 - 11.00							A	28.9	52	2355	1842	795	271	850	319	553	523	370	244	818	361	562	509	365	193	132	48^	42^	27^
JEFFERSONS				36	192	194	A	17.8	29	1451	1846	839	274	945	338	524	450	397	373	685	273	380	349	242	260	117	80^	99	71^
1 SUN. 10.05P	30	CBS	CS		99	99	B	21.4	34	1744																			
2 SUN. 9.53P	30																												
KNOTS LANDING				12	194	196	A	12.3	23	1002	1530	757	249	834	292	456	430	334	286	541	274	365	276	178	141	84^	57^	71^	50^
1 THU. 10.00P	60	CBS	GD		99	99	B	12.8	23	1043																			
2 THU. 10.33P	60																												
10.00 - 10.30							A	12.5	21	1019	1650	795	308	876	345	487	462	307	293	548	322	421	266	165^	102^	139^	106^	87^	62^
10.30 - 11.00							A	12.3	22	1002	1579	799	220	859	303	472	438	340	295	574	291	378	288	177	158	79^	48^	67^	47^
11.00 - 11.30							A	11.9	26	970	1334	653	234^	758	226^	395	389	348	270	476	200^	286	260	192^	149^	40v	27v	60v	44v
LAVERNE & SHIRLEY				39	202	199	A	18.5	31	1508	2034	706	340	813	374	579	474	323	179	527	204	350	303	248	142	263	123	431	331
TUE. 8.30P	30	ABC	CS		97	98	B	18.7	30	1524																			
LITTLE HOUSE-PRAIRIE				44	211		A	17.1	28	1394	1797	779	300	859	318	475	413	367	338	441	140^	225	187	220	175	214	119^	283	183
1 MON. 8.00P	60	NBC	GD		99		B	18.8	30	1532																			
8.00 - 8.30							A	16.1	27	1312	1858	798	304	881	314	475	411	377	359	459	145^	234	195	241	175^	229	114^	289	182
8.30 - 9.00							A	18.0	28	1467	1744	768	299	842	320	474	415	361	323	424	139^	218	180	198	173	198	123^	280	184
LOU GRANT				38	192	191	A	13.0	23	1060	1505	790	299	900	296	547	488	435	280	500	226	325	262	194	140	56^	28v	49^	33^
MON. 10.00P	60	CBS	GD		98	99	B	18.0	30	1467																			
10.00 - 10.30							A	12.9	22	1051	1534	810	318	927	328	571	487	424	286	500	224	321	259	194	139	61^	28v	46^	30^
10.30 - 11.00							A	13.1	24	1068	1465	767	280	869	266	525	487	442	272	492	224	323	263	192	139	52^	25v	52^	33^
LOVE BOAT				44	202	196	A	16.9	30	1377	1887	737	260	810	287	472	400	315	306	544	212	347	300	249	176	213	91	320	245
1 SAT. 9.00P	60	ABC	CS		98	97	B	21.1	38	1720																			
2 SAT. 8.19P	101																												
8.30 - 9.00							A	11.5	20	937	1673	660	269	807	315	466	361	254	318	520	189^	333	314	259	154^	122^	82^	224^	185^
9.00 - 9.30							A	18.1	32	1475	1956	754	262	812	288	487	417	329	295	548	225	358	305	237	170	227	92	369	271
9.30 - 10.00							A	19.6	36	1597	1924	752	257	815	283	467	406	325	309	550	211	350	292	256	185	242	97	317	250
LOVE LETTER TO JACK BENNY(S)						191	A	14.2	26	1157	1664	830	244	899	200^	365	369	360	471	668	143^	320	319	390	290	63^	25v	34v	34v
2 THU. 9.33P	120	NBC	CV			95																							
9.30 - 10.00							A	13.5	22	1100	1671	804	274	919	215	356	354	313	507	675	182^	336	341	373	282	47v	31v	30v	25v
10.00 - 10.30							A	14.9	25	1214	1694	797	266	869	212	369	381	328	435	700	149^	341	330	415	302	85^	36v	40v	40v
10.30 - 11.00							A	14.7	27	1198	1715	886	225	928	206	382	386	403	472	657	138^	316	296	377	290	60^	16v	70^	70^
11.00 - 11.30							A	13.9	30	1133	1591	832	222	890	174^	355	354	385	481	650	119^	300	315	387	289	51v	16v	LT	LT
MAGNUM, P.I.				4	193	197	A	17.1	29	1394	1796	723	229	851	271	373	374	329	395	526	151	273	248	269	217	195	114	224	147
THU. 8.00P	60	CBS	PD		98	99	B	14.5	25	1182																			
8.00 - 8.30							A	15.5	27	1263	1793	738	219	865	267	368	371	332	409	540	136	271	251	289	234	181	106	207	139
8.30 - 9.00							A	18.7	31	1524	1791	710	238	838	272	378	376	329	382	512	159	274	245	256	204	205	119	236	150
MARIE				3	198	192	A	9.3	17	758	1695	741	308	874	293	464	349	337	346	476	98^	205	199	242	220	176	101^	169	135^
SAT. 9.00P	60	NBC	GV		96	97	B	10.6	19	864																			
9.00 - 9.30							A	10.1	18	823	1688	751	298	876	277	454	346	334	359	478	90^	200	193	248	229	169	100^	165	126^
9.30 - 10.00							A	8.6	16	701	1665	716	308	852	304	468	345	332	321	467	105^	210	199	232	208	177	99^	169^	143^

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
M*A*S*H	41	193	196	A	19.2	30	1565	1765	744	366	864	363	529	462	337	268	559	236	370	330	238	152	217	128	125	90
MON. 9.00P 30 CBS CS		97	99	B	22.9	35	1866																			
MORK & MINDY	40		200	A	16.3	29	1328	1741	600	169^	634	287	446	346	235	175^	579	289	405	320	238	141^	159^	86^	369	262
2 THU. 8.00P 30 ABC CS			98	B	15.8	28	1288																			
NBC FRIDAY NIGHT MOVIE	11	184	186	A	11.2	20	913	1795	785	293	861	290	513	491	390	283	644	242	393	372	287	217	120^	62^	170	145
FRI. 9.00P 120 NBC FF		94	96	B	10.8	21	880																			
9.00 - 9.30				A	10.2	18	831	1833	857	302	907	293	501	495	398	331	687	262	383	377	275	266	91^	59^	148	120^
9.30 - 10.00				A	10.3	18	839	1779	818	312	893	293	526	507	406	297	662	262	386	382	272	237	84^	54^	140^	119^
10.00 - 10.30				A	12.0	22	978	1792	748	284	840	290	519	482	383	265	613	224	396	362	294	188	137	69^	202	170
10.30 - 11.00				A	12.4	23	1011	1755	732	280	806	279	497	472	367	253	620	228	406	368	299	183	149	65^	180	159
NBC MAGAZINE	2	194	190	A	10.8	19	880	1680	793	193	850	163	341	356	386	444	662	153	283	289	319	324	49^	21v	119^	90^
FRI. 8.00P 60 NBC DN		97	96	B	10.8	19	880																			
8.00 - 8.30				A	10.5	20	856	1695	789	190	854	166	345	346	383	456	656	153	285	290	319	322	53^	23v	132^	103^
8.30 - 9.00				A	11.1	19	905	1653	789	192	839	157	334	362	387	429	665	154	280	284	316	328	44^	19v	105^	76^
NBC MONDAY NIGHT MOVIES	35	190	192	A	14.1	23	1149	1626	784	275	850	273	467	470	425	287	598	222	348	317	277	195	115	59^	63^	35^
MON. 9.00P 120 NBC FF		98	97	B	17.8	28	1451																			
9.00 - 9.30				A	13.8	21	1125	1668	776	255	833	234	434	454	423	307	607	233	362	309	272	200	115	52^	113	80^
9.30 - 10.00				A	13.6	21	1108	1709	812	290	872	270	480	499	443	291	635	244	379	342	294	205	115	43^	87^	46^
10.00 - 10.30				A	14.5	24	1182	1598	778	269	853	296	484	473	425	271	601	222	350	331	286	190	114	74^	30^	7v
10.30 - 11.00				A	14.3	26	1165	1543	784	287	857	297	477	464	413	286	557	198	306	284	256	191	109	65^	20v	7v
NBC NEWS:AMER. ADVENTURE(S)			197	A	11.9	20	970	1676	662	237^	727	214^	375	377	305	308	740	281	491	419	362	202^	122^	31v	87^	80^
2 WED. 9.30P 90 NBC DO			98																							
9.30 - 10.00				A	12.1	19	986	1640	654	196^	714	194^	333	343	290	336	679	235^	397	308	301	246	149^	28v	98^	86^
10.00 - 10.30				A	11.5	19	937	1688	659	250^	714	226^	383	390	302	290	758	309	536	468	372	182^	125^	31v	91^	84^
10.30 - 11.00				A	12.2	23	994	1692	665	266	748	227^	408	394	318	293	782	300	540	483	411	179^	88^	31v	74^	71^
NBC NEWS UPDATE-M-F	237	173	174	A	11.7	19	954	1759	749	253	790	206	377	364	357	357	612	185	317	285	281	246	146	69	211	158
1 M-F 8.58P 1 NBC N		90	90	B	14.8	24	1206																			
2 MTUTHF 8.58P 1																										
2 WED. 9.18P 1																										
NBC NEWS UPDATE-SAT.	48	184	184	A	10.7	19	872	1797	831	235	879	254	444	411	395	365	583	135^	277	275	297	252	158	81^	177	111^
SAT. 8.58P 1 NBC N		92	94	B	12.1	22	986																			
NBC NEWS UPDATE-SUN.	48	183	182	A	16.8	26	1369	1905	765	300	823	299	499	442	333	276	671	248	395	391	310	202	225	92	186	139
SUN. 8.58P 1 NBC N		94	94	B	17.5	27	1426																			
NBC NEWS UPDATE-2-M-F	62	176	183	A	12.3	21	1002	1710	768	321	821	262	451	425	371	300	605	200	344	321	294	215	125	57^	159	123
1 M & W 9.58P 1 NBC N		89	90	B	12.2	20	994																			
1 FRI. 9.46P 1																										
2 TUE. 9.52P 1																										
2 THU. 10.21P 1																										
NBC NEWS UPDATE-2-SAT.	14		171	A	8.0	15	652	1590	690	250^	852	334^	497	329^	294^	318^	407	81v	204^	170^	245^	178^	153^	50v	178^	168^
2 SAT. 9.58P 1 NBC N			89	B	9.2	17	750																			
NBC NEWS UPDATE-2-SUN.	12	188		A	14.2	24	1157	1879	629	265	702	278	511	438	390	133^	815	377	599	461	376	148^	195^	78^	167^	108^
1 SUN. 9.54P 1 NBC N		91		B	13.5	22	1100																			
NBC NIGHTLY NEWS-SAT.	44	166	160	A	7.5	17	611	1511	638	183^	736	84^	257	300	370	436	647	129^	304	328	319	276	62^	LT	66^	33v
SAT. 6.30P 30 NBC N		86	85	B	8.5	18	693																			

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	18-34	18-49	25-54	35-64	55+	MEN TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL	FEM.	CHILDREN (2-11) TOTAL	6-11
EVENING CONT'D																										
NBC NIGHTLY NEWS-SUN.	37	124	110	A	6.2	13	505	1642	696	295	843	207^	377	394	352	407	668	139^	277	279	291	351	46v	LT	85^	85^
SUN. 6.30P 30 NBC N		69	65	B	7.5	15	611																			
NBC NIGHTLY NEWS	237	208	207	A	11.5	23	937	1588	738	186	795	170	258	274	316	459	675	157	272	275	319	349	63	39^	55^	42^
M-F 6.30P 30 NBC N		99	98	B	11.9	23	970																			
NBC THURSDAY NIGHT MOVIES	39	188		A	15.2	25	1239	1521	833	298	904	228	450	421	487	364	499	149^	244	254	254	204	68^	46v	50^	25v
1 THU. 9.00P 120 NBC FF		94		B	14.7	25	1198																			
9.00 - 9.30				A	14.0	22	1141	1659	837	294	897	224	461	427	483	356	567	162^	260	295	307	222	109^	67^	86^	51v
9.30 - 10.00				A	15.5	25	1263	1555	840	306	914	250	472	435	479	353	507	160^	252	261	257	199	88^	60^	46v	18v
10.00 - 10.30				A	15.8	27	1288	1454	824	290	906	235	453	417	487	365	466	146^	235	237	229	195	43v	32v	39v	17v
10.30 - 11.00				A	15.5	28	1263	1429	828	303	895	202	415	405	496	383	461	124^	227	226	234	200	39v	26v	34v	18v
NBC TUESDAY NIGHT MOVIE	4	194	196	A	12.8	22	1043	1727	660	274	708	252	412	379	328	240	722	278	423	393	328	234	146	63^	151	117
TUE. 9.00P 120 NBC FF		97	96	B	14.9	25	1214																			
9.00 - 9.30				A	11.2	18	913	1765	648	290	702	217	376	363	337	270	686	249	376	360	323	241	167	82^	210	151
9.30 - 10.00				A	12.4	20	1011	1727	655	304	726	265	425	378	326	244	677	256	389	367	305	231	138	57^	186	134
10.00 - 10.30				A	13.7	23	1117	1706	644	251	684	245	408	365	323	224	754	299	454	409	332	239	142	57^	126	109
10.30 - 11.00				A	13.9	25	1133	1707	685	254	717	271	433	401	325	229	758	302	463	432	350	218	135	57^	97^	76^
NEWSBREAK-M-F	215	172	175	A	13.2	22	1076	1802	720	258	826	276	447	409	384	312	574	182	313	301	293	216	148	83	254	160
1 MTUTHF 8.58P 1 CBS N		91	93	B	14.3	23	1165																			
1 WED. 8.43P 2																										
2 MTHF 8.58P 1																										
2 TUE. 8.55P 1																										
2 WED. 8.54P 2																										
NEWSBREAK-SAT.	43	167	175	A	14.9	27	1214	2068	617	218	705	240	389	304	314	264	631	242	379	333	304	205	234	112	498	357
SAT. 8.58P 1 CBS N		92	94	B	11.9	21	970																			
NEWSBREAK-SUN.	44	174	178	A	15.4	24	1255	1828	785	296	878	254	465	426	421	371	621	192	310	313	268	263	141	55^	188	144
1 SUN. 9.34P 1 CBS N		92	94	B	18.2	28	1483																			
2 SUN. 9.21P 1																										
NFL FOOTBALL SPECIAL(S)		197		A	20.2	35	1646	1773	523	215	550	230	363	321	211	163	953	414	625	547	404	258	161	20v	109^	81^
1 THU. 8.30P 190 ABC SE		98																								
8.30 - 9.00				A	16.1	28	1312	1671	524	202	544	240	371	330	217	148^	723	240	381	378	323	279	142^	26v	262	177^
9.00 - 9.30				A	21.6	35	1760	1777	515	207	551	213	375	345	227	155	842	305	520	500	396	247	207	31v	177	135^
9.30 - 10.00				A	22.1	36	1801	1822	500	223	536	210	363	328	211	153	942	377	614	549	423	262	193	26v	151	123^
10.00 - 10.30				A	21.3	36	1736	1871	557	226	580	234	378	331	229	172	1029	470	707	595	434	249	178	30v	84^	63^
10.30 - 11.00				A	21.2	37	1728	1804	524	211	548	234	359	314	206	164	1068	509	736	627	431	260	145	10v	43^	30v
11.00 - 11.30				A	19.5	38	1589	1714	523	228	537	244	347	285	185	175	1038	523	716	593	396	245	139^	7v	LT	LT
NFL MONDAY NIGHT FOOTBALL	2	205	206	A	21.7	39	1769	1653	514	204	537	220	360	309	241	147	947	388	633	592	458	235	92	27^	77	52^
1 MON. 9.00P 209 ABC SE		99	99	B	21.7	39	1769																			
2 MON. 9.00P 180																										
9.00 - 9.30				A	20.9	33	1703	1806	573	234	592	242	379	319	258	172	941	363	580	539	466	278	113	28^	160	121
9.30 - 10.00				A	24.2	38	1972	1780	560	244	595	239	404	344	272	160	967	371	616	573	480	265	101	27^	117	80
10.00 - 10.30				A	25.4	41	2070	1666	552	237	582	222	390	337	280	158	946	364	618	566	477	247	87	30^	51^	33^
10.30 - 11.00				A	23.1	39	1883	1653	498	188	527	226	363	301	233	134	975	428	678	618	448	218	95	34^	56^	41^
11.00 - 11.30				A	21.5	41	1752	1566	479	172	487	213	330	288	207	133	940	410	659	628	439	207	85	35^	54^	36^
11.30 - 12.00				A	19.3	45	1573	1480	423	139	441	180	288	255	193	133	934	401	654	624	444	211	63^	11v	42^	28^
12.00 - 12.30				A	13.0	38	1060	1487	489	186^	499	215^	332	285	217^	142^	910	404	658	631	430	186^	64^	LT	14v	LT

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
NURSE	4	193	192	A	14.2	23	1157	1573	788	223	892	283	428	414	343	363	466	158	249	230	181	179	96^	76^	119	77^
1 THU. 9.00P 60 CBS GD		99	98	B	13.3	22	1084																			
2 THU. 9.33P 60																										
9.00 - 9.30				A	13.8	22	1125	1741	798	244	914	317	442	437	331	365	479	232	310	213	139^	151^	150^	124^	198^	118^
9.30 - 10.00				A	13.7	22	1117	1523	757	219	865	259	394	395	338	370	440	132	217	205	184	184	106^	86^	112	70^
10.00 - 10.30				A	15.6	26	1271	1474	810	215	897	283	458	414	355	348	477	128^	237	272	205	189	37v	20v	63^	50^
ONE DAY AT A TIME	34	194	196	A	16.6	26	1353	1809	746	277	829	235	429	392	396	359	682	243	369	376	271	266	110	51^	188	130
1 SUN. 9.05P 30 CBS CS		99	99	B	18.8	30	1532																			
2 SUN. 8.53P 30																										
PROJECT PEACOCK(S)			203	A	8.8	15	717	1679	703	224^	732	174^	309^	338	309^	351	417	150^	208^	203^	141^	160^	190^	105^	340	214^
2 TUE. 8.00P 60 NBC CE			97																							
8.00 - 8.30				A	9.5	16	774	1525	687	201^	713	150^	258^	296^	293^	382	383	145^	189^	169^	110^	162^	129^	84^	300^	187^
8.30 - 9.00				A	8.1	13	660	1841	714	246^	747	198^	364	385	326^	311^	447	152^	226^	239^	173^	155^	261^	128^	386	244^
QUINCY, M.E.	36	200		A	18.8	34	1532	1724	852	313	904	375	559	481	325	286	597	216	374	293	284	185	129^	38v	94^	53^
1 WED. 10.00P 60 NBC OP		96		B	17.5	30	1426																			
10.00 - 10.30				A	19.2	34	1565	1739	876	329	933	387	569	484	330	301	578	207	366	282	270	183	121^	40^	107^	62^
10.30 - 11.00				A	18.4	34	1500	1702	826	296	873	362	548	477	320	271	615	227	385	305	296	184	133^	35v	81^	42^
REAL PEOPLE	49	202	207	A	16.9	28	1377	1811	755	225	826	221	364	357	321	407	670	226	377	308	279	257	138	80^	177	143
1 WED. 8.00P 60 NBC PV		97	99	B	19.1	32	1557																			
2 WED. 8.00P 90																										
8.00 - 8.30				A	16.2	28	1320	1795	754	226	820	212	355	344	326	411	673	219	379	316	280	260	114	76^	188	141
8.30 - 9.00				A	17.8	29	1451	1788	741	237	806	220	359	350	313	395	655	209	361	312	281	252	149	90	178	151
9.00 - 9.30				A	16.4	25	1337	1905	792	205	880	242	395	398	326	421	695	274	404	289	279	263	172^	67^	158^	137^
SALEM'S LOT(S)			188	A	16.9	28	1377	1909	716	256	783	271	497	451	384	229	727	284	431	376	348	217	256	153^	143^	91^
2 TUE. 8.00P 180 CBS SM			99																							
8.00 - 8.30				A	14.3	24	1165	1967	708	229	769	232	454	419	370	262	683	248	386	331	331	232	313	168^	202^	135^
8.30 - 9.00				A	17.3	28	1410	2040	742	262	811	261	514	449	395	244	734	265	424	379	351	239	271	158^	224	138^
9.00 - 9.30				A	17.6	28	1434	1944	715	253	780	257	486	449	389	234	762	274	433	373	371	253	259	152^	143^	91^
9.30 - 10.00				A	17.3	28	1410	1892	718	278	785	286	511	469	388	214	759	297	441	378	375	233	224	148^	124^	79^
10.00 - 10.30				A	17.4	30	1418	1843	703	251	774	285	496	465	386	212	740	329	474	411	339	179	236	150^	93^	57^
10.30 - 11.00				A	17.2	31	1402	1797	707	263	778	300	507	449	377	216	692	296	433	383	324	171	245	148^	82^	55^
60 MINUTES	50	203	204	A	21.1	36	1720	1849	729	316	810	200	374	368	384	377	833	269	457	444	355	326	72	17v	134	83
1 SUN. 7.35P 60 CBS DN		99	99	B	23.9	42	1948																			
2 SUN. 7.23P 60																										
7.30 - 8.00				A	21.0	37	1712	1905	743	334	834	224	407	398	391	364	859	272	480	469	391	324	83	20^	129	83
8.00 - 8.30				A	21.2	35	1728	1792	720	293	787	176	335	337	376	394	808	267	435	425	317	328	58^	11v	139	80
TAXI	28		199	A	16.8	27	1369	1607	645	372	711	338	486	423	280	172	727	368	535	484	285	151^	59^	29v	110^	75^
2 THU. 9.30P 30 ABC CS			99	B	16.7	28	1361																			
THAT'S INCREDIBLE	33	173	200	A	15.2	25	1239	1960	718	279	730	261	471	380	355	220	739	298	505	407	341	191	145	49^	346	221
MON. 8.00P 60 ABC PV		92	99	B	19.2	29	1565																			
8.00 - 8.30				A	14.0	24	1141	1894	685	250	706	252	445	356	333	223	692	282	476	377	311	180	139	50^	357	223
8.30 - 9.00				A	16.4	27	1337	2010	743	300	749	267	492	398	376	219	774	308	529	434	367	197	152	49^	335	215
THEATER/YOUNG AMERICANS	2	193	192	A	11.8	21	962	2349	765	438	923	456	698	571	388	180	599	260	451	376	299	127	297	160	530	324
SUN. 7.00P 60 ABC GD		99	99	B	11.8	21	962																			
7.00 - 7.30				A	10.2	19	831	2369	782	471	954	478	720	578	389	189	609	256	458	377	311	132^	278	150	528	305
7.30 - 8.00				A	13.4	24	1092	2329	751	410	899	440	680	569	389	172	587	261	443	375	291	121	310	166	533	337

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
THREE'S COMPANY	41	204	199	A	21.6	35	1760	1831	721	308	826	343	522	447	328	247	539	218	339	289	242	156	194	88	272	210
TUE. 9.00P 30 ABC CS		99	99	B	21.0	33	1712																			
TOO CLOSE FOR COMFORT	35	203	199	A	19.6	32	1597	1681	718	302	814	323	483	423	323	271	538	202	318	275	240	177	160	81	169	124
TUE. 9.30P 30 ABC CS		99	98	B	20.0	31	1630																			
TRAPPER JOHN, M.D.	33	190	194	A	15.2	30	1239	1663	777	216	875	275	489	437	401	341	665	257	372	339	248	260	92^	60^	31^	16v
1 SUN. 10.35P 60 CBS GD		96	99	B	19.4	33	1581																			
2 SUN. 10.23P 60																										
10.30 - 11.00				A	15.4	28	1255	1750	813	201	914	300	506	430	404	368	710	292	406	368	252	269	91^	70^	35^	19v
11.00 - 11.30				A	15.0	32	1223	1599	740	228	841	260	481	449	392	309	635	233	355	324	250	252	100	52^	23v	11v
20/20	42		199	A	16.1	28	1312	1493	662	312	738	318	502	462	321	177^	696	351	517	457	294	132^	24v	5v	35v	20v
2 THU. 10.00P 60 ABC DN			99	B	17.2	30	1402																			
10.00 - 10.30				A	15.5	26	1263	1494	652	353	731	332	511	464	302	163^	695	344	507	461	299	133^	19v	LT	49^	25v
10.30 - 11.00				A	16.7	31	1361	1484	671	274	742	305	495	461	339	187	689	353	523	449	290	126^	30v	9v	23v	16v
240-ROBERT	3	184		A	12.2	24	994	2407	845	476	922	419	645	428	324	244	749	325	510	433	296	205^	270	73^	466	308
1 SAT. 8.00P 60 ABC OP		93		B	10.3	21	839																			
8.00 - 8.30				A	11.3	23	921	2405	872	572	966	447	671	419	337	259	707	269	440	418	296	226^	273	73^	459	310
8.30 - 9.00				A	13.0	25	1060	2415	824	394	886	398	627	434	314	230	785	372	572	442	297	189^	269	71^	475	306
TWO OF US	2	183	191	A	14.8	23	1206	1842	682	325	788	295	472	427	366	245	573	181	372	381	327	153	209	111	272	193
MON. 8.30P 30 CBS CS		96	99	B	14.8	23	1206																			
VEGA$	5	194		A	13.5	22	1100	1688	749	335	879	390	506	452	314	285	566	205^	358	301	295	167^	107^	68^	136^	70^
1 WED. 9.00P 60 ABC PD		97		B	13.5	23	1100																			
9.00 - 9.30				A	13.6	22	1108	1703	737	339	863	405	502	448	288	276	560	216	359	305	281	161^	115^	69^	165^	88^
9.30 - 10.00				A	13.4	22	1092	1660	760	330	893	375	508	453	336	295	566	191^	352	291	309	172^	95^	65^	106^	51v
WACKED OUT(S)			199	A	9.9	19	807	1638	663	259^	776	270^	450	279^	295	301	465	213^	301	162^	154^	164^	237^	145^	160^	142^
2 SAT. 10.00P 30 NBC CS			99																							
WALT DISNEY	1		188	A	19.3	34	1573	2205	639	219	708	216	357	331	337	278	615	216	333	316	304	222	320	155	562	359
2 SAT. 8.00P 60 CBS FV			99	B	19.3	34	1573																			
8.00 - 8.30				A	18.1	32	1475	2155	651	228	722	211	356	328	350	297	593	192	308	284	299	231	300	164	540	340
8.30 - 9.00				A	20.6	36	1679	2233	623	211	690	216	357	328	328	262	627	234	350	337	306	214	338	146	578	377
WKRP IN CINCINNATI	14	190	194	A	13.7	23	1117	1856	672	331	773	286	457	399	362	258	646	226	423	408	342	177	180	91^	257	178
MON. 8.00P 30 CBS CS		97	98	B	14.0	27	1141																			
•LATE FRINGE																										
ABC NEWS:NIGHTLINE-MON	5	191	186	A	3.9	24	318	1009	295^	85v	320^	103^	192^	178^	155^	113^	676	302^	427	400	264^	188^	LT	LT	LT	LT
1 MON. 1.05A 30 ABC N		98	97	B	4.3	20	350																			
2 MON. 12.44A 30																										
ABC NEWS:NIGHTLINE-T-F	148	186	185	A	6.2	19	505	1345	600	168	629	253	377	335	278	168	648	252	352	321	283	213	56^	10v	12v	12v
1 TUWF 11.30P 30 ABC N		96	96	B	7.3	22	595																			
2 TU-F 11.30P 30																										
ABC NEWS:NIGHTLINE-WED(B)		188		A	4.5	18	367	1319	570^	112v	660	157v	343^	325^	399^	216^	541^	213^	278^	187^	164v	263^	78v	LT	40v	LT
1 WED. 12.00M 15 ABC N		97																								
ABC NEWS:NIGHTLINE-THU(B)		186		A	4.9	22	399	1083	211^	63v	211^	52v	83v	85v	159^	126v	872	198^	363^	348^	336^	457^	LT	LT	LT	LT
1 THU. 12.18A 30 ABC N		97																								

KEY: A – CURRENT REPORT B – SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
LATE FRINGE CONT'D																														
ABC WEEKEND REPORT-SAT.					47	171	170	A	6.0	13	489	1552	629	206^	672	266	449	385	312	163^	695	264	468	428	336	160^	111^	39v	74^	37v
SAT.	11.00P	15	ABC	N		92	92	B	7.2	15	587																			
ABC WEEKEND REPORT-SUN.					47	170	170	A	4.2	9	342	1564	672	248^	707	289^	475	403	296^	165^	802	316^	559	505	377	167^	55v	18v	LT	LT
SUN.	11.00P	15	ABC	N		93	93	B	5.0	12	408																			
CBS SUNDAY NEWS-OSGOOD					49	131	126	A	4.7	13	383	1292	607	180^	688	95^	287^	305^	392	360	556	149^	241^	240^	235^	292^	24v	24v	24v	24v
1 SUN.	11.35P	15	CBS	N		72	72	B	7.6	16	619																			
2 SUN.	11.23P	15																												
CHARLIE'S ANGELS-12.00					34	163	162	A	2.7	16	220	550	190^	63v	222^	100v	200^	141^	122v	22v	282^	187^	214^	127v	50v	68v	46v	46v	LT	LT
1 THU.	12.48A	68	ABC	PD		93	93	B	4.1	19	334																			
2 THU.	12.00M	68																												
12.00 - 12.30								A	2.7	11	220	1264	200v	237v	346^	264v	310^	219v	82v	36v	723^	519^	645^	377^	177v	78v	195v	195v	LT	LT
12.30 - 1.00								A	2.4	13	196	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
1.00 - 1.30								A	3.0	21	245	310^	168v	LT	168v	74v	168v	94v	94v	LT	142v	142v	142v	101v	LT	LT	LT	LT	LT	LT
1.30 - 2.00								A	2.6	23	212	509^	452^	LT	452^	95v	452^	357^	357^	LT	57v	57v	57v	57v	LT	LT	LT	LT	LT	LT
FANTASY ISLAND-12.00					3	170	161	A	2.7	14	220	1150	495^	91v	500^	199^	404^	309^	282^	73v	537^	264^	355^	273^	186^	118v	113v	LT	LT	LT
1 TUE.	12.00M	68	ABC	A		90	90	B	2.8	14	228																			
2 TUE.	12.00M	67																												
12.00 - 12.30								A	3.0	13	245	1265	498	73v	498	200^	404^	332^	277^	81v	632	228^	371^	363^	273^	175^	135^	LT	LT	LT
12.30 - 1.00								A	2.6	15	212	1061	495^	113v	495^	175^	387^	297^	306^	62v	476^	334^	367^	193^	95v	76v	90v	LT	LT	LT
FRIDAYS					2	174	172	A	5.0	20	408	1505	498	235^	534	345	445	271^	147^	66v	498	404	404	262^	59v	77^	385	297	88^	79^
1 FRI.	12.00M	90	ABC	GV		95	95	B	5.0	20	408																			
2 FRI.	12.00M	89																												
12.00 - 12.30								A	5.8	19	473	1444	445	198^	496	278	371	234^	161^	101^	521	370	370	237^	101^	115^	339	252^	88^	62v
12.30 - 1.00								A	5.2	21	424	1432	492	225^	509	335	428	250^	128^	58v	452	372	372	244^	49v	68v	388	301	83^	83^
1.00 - 1.30								A	4.1	20	334	1683	575	293^	626	449	575	350^	158^	30v	512	485	485	320^	LT	27v	443	344^	102^	102^
LATE MOVIE I					10	155	155	A	5.4	20	440	1405	641	245	763	329	534	431	352	155	576	290	408	355	240	111^	52^	23v	14v	14v
1 MON.	11.30P	72	CBS	FF		87	87	B	5.4	20	440																			
1 TUE.	11.30P	70																												
1 WED.	11.30P	65																												
1 THU.	11.30P	71																												
1 FRI.	11.30P	76																												
2 MON.	11.30P	71																												
2 TUE.	11.30P	68																												
2 WED.	11.30P	73																												
2 THU.	12.03A	72																												
2 FRI.	11.30P	78																												
11.30 - 12.00								A	6.0	18	489	1442	666	256	772	308	525	456	379	169	598	314	428	355	239	118^	55^	16v	17v	14v
12.00 - 12.30								A	5.1	20	416	1392	632	233	767	344	540	419	337	152	565	280	399	350	238	113^	52^	24v	LT	LT
12.30 - 1.00								A	4.6	25	375	1363	762	229^	871	469^	629^	454^	315^	162^	454^	172^	246^	379^	251^	75v	LT	LT	38v	38v
LATE MOVIE II					10	159	156	A	3.6	22	293	1324	600	255	703	320	522	398	318	110^	550	277	407	345	225	95^	57^	31v	LT	LT
1 MON.	12.42A	48	CBS	FF		88	87	B	3.6	22	293																			
1 TUE.	12.40A	42																												
1 WED.	12.35A	45																												
1 THU.	12.41A	45																												
1 FRI.	12.46A	43																												
2 MON.	12.41A	43																												
2 TUE.	12.38A	46																												

CONT'D

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																														
LATE MOVIE II-CONT'D																														
2 WED.	12.43A	39																												
2 THU.	1.15A	46																												
2 FRI.	12.48A	46																												
	12.30 - 1.00							A	3.4	20	277	1430	776	267	798	360	573	469	383	156^	617	346	462	369	199^	155^	LT	LT	LT	LT
	1.00 - 1.30							A	3.6	23	293	1300	569	205	655	276	471	382	304	113^	570	284	420	362	231	95^	68^	34v	LT	LT
	1.30 - 2.00							A	2.9	26	236	843^	491^	254v	491^	187v	424^	419^	304^	LT	293^	208v	276^	199v	85v	LT	LT	LT	59v	59v
LOVE BOAT-12.00					35	169	164	A	3.1	17	253	957	372^	316^	542	273^	403^	181^	229^	119v	352^	194^	206^	67v	87v	138^	63v	LT	LT	LT
1 WED.	12.15A	69	ABC	CS		94	92	B	4.8	22	391																			
2 WED.	12.00M	69																												
	12.00 - 12.30							A	3.0	13	245	837^	454^	229v	499^	290^	429^	266^	209v	41v	204v	127v	127v	LT	77v	77v	134v	LT	LT	LT
	12.30 - 1.00							A	3.0	17	245	865	297^	323^	510	257^	351^	118v	217^	135^	355^	200^	200^	45v	82v	155^	LT	LT	LT	LT
	1.00 - 1.30							A	3.3	24	269	1230	301^	438^	620^	341^	483^	142v	217v	137v	431^	275^	275^	108v	26v	156v	179v	LT	LT	LT
NBC LATE NIGHT MOVIE					42	58	61	A	1.6	6	130	1169	407^	92v	415^	230v	300^	238^	185v	100v	593^	346^	453^	415^	231v	140v	100v	100v	61v	LT
1 SUN.	11.30P	44	NBC	FF		44	43	B	2.0	8	163																			
2 SUN.	11.30P	70																												
	11.30 - 12.00							A	1.8	6	147	1660	579^	136v	606^	327^	435^	339^	279^	151v	870	483^	652^	619^	367^	218^	95v	95v	89v	LT
	12.00 - 12.30							A	1.5	6	122	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SATURDAY NIGHT					46		197	A	8.1	25	660	1505	552	159^	616	294^	456	335^	278^	115^	686	396	593	420	251^	93^	176^	166^	27v	25v
2 SAT.	11.30P	82	NBC	GV			97	B	9.2	29	750																			
	11.30 - 12.00							A	8.4	23	685	1453	578	167^	652	243^	421	341^	325^	173^	615	385	500	333^	175^	115^	156^	127^	30v	24v
	12.00 - 12.30							A	8.6	27	701	1626	580	207^	651	326^	503	375	307^	90^	762	397	673	504	338	89^	174^	174^	39v	39v
	12.30 - 1.00							A	7.0	26	571	1389	463	68v	489	318^	428	256^	149^	61v	680	410^	614	425	234^	66v	220^	220^	LT	LT
SCTV NETWORK/90					15	190		A	3.3	17	269	1346	527^	130v	561^	275^	490^	375^	278^	63v	577^	324^	424^	335^	212v	67v	208v	30v	LT	LT
1 FRI.	12.30A	88	NBC	GV		96		B	3.5	18	285																			
	12.30 - 1.00							A	4.1	18	334	1305	617^	249^	701^	363^	585^	433^	323^	99v	441^	190^	276^	227^	191^	84v	163v	17v	LT	LT
	1.00 - 1.30							A	3.0	15	245	1229	368^	74v	368^	127v	336^	336^	241v	32v	650^	343^	478^	420^	258^	82v	211v	20v	LT	LT
	1.30 - 2.00							A	2.7	16	220	1545	563^	LT	563^	318^	526^	327^	245v	37v	713^	527^	608^	414^	186v	LT	269v	55v	LT	LT
THINGS WE DID LAST SUMMER(S)						197		A	7.2	22	587	1487	524	238^	563	258^	339^	287^	244^	140^	620	261^	478	377^	280^	122^	174^	53v	130^	130^
1 SAT.	11.30P	78	NBC	GV		96																								
	11.30 - 12.00							A	8.4	23	685	1569	583	289^	634	298^	394	328^	256^	171^	638	282^	516	386	276^	122^	178^	74v	119^	119^
	12.00 - 12.30							A	6.9	22	562	1459	495	201^	519	221^	283^	257^	244^	131^	632	285^	485	369^	274^	118^	164^	52v	144^	144^
TOMORROW COAST TO COAST-1					188	192	192	A	2.9	17	236	1246	623	109^	652	234^	382	356	325	224^	576	288	445	347	199^	119^	LT	LT	LT	LT
1 M-TH	12.30A	30	NBC	CC		97	97	B	3.7	19	302																			
2 M-W	12.30A	30																												
2 THU.	1.01A	30																												
TOMORROW COAST TO COAST-2					188	193	193	A	1.8	15	147	1177	517	54v	537	170^	299^	313^	272^	203^	640	347^	524	448	198^	109^	LT	LT	LT	LT
1 MON.	1.00A	55	NBC	CC		97	97	B	2.5	19	204																			
1 TUE.	1.00A	54																												
1 WED.	1.00A	48																												
1 THU.	1.00A	53																												
2 MON.	1.00A	57																												
2 TU & W	1.00A	56																												
2 THU.	1.31A	54																												
	1.00 - 1.30							A	2.0	15	163	1190	594	61v	619	233^	355^	356^	289^	220^	571	288^	436	399	179^	123^	LT	LT	LT	LT
	1.30 - 2.00							A	1.5	14	122	1156	433^	LT	442^	107v	221^	254^	262^	188^	714	435^	632	516	206^	82v	LT	LT	LT	LT
	2.00 - 2.30							A	1.6	18	130	1292^	491^	300v	491^	LT	353v	392v	392v	99v	801^	255v	654^	553^	399v	147v	LT	LT	LT	LT

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LATE FRINGE CONT'D																										
TOMORROW FRIDAY SPECIAL(S)			186	A	2.7	12	220	1336	813^	150v	813^	323^	499^	333^	259v	276^	441^	191v	259v	205v	136v	140v	LT	LT	73v	73v
2 FRI. 12.30A 79 NBC CC			95																							
12.30 - 1.00				A	3.3	13	269	1532	743^	116v	743^	266^	394^	245^	206v	316^	607^	263^	338^	361^	195v	183v	19v	19v	163v	163v
1.00 - 1.30				A	2.4	11	196	1168^	867^	66v	867^	311^	520^	424^	321^	280v	301v	102v	164v	62v	92v	137v	LT	LT	LT	LT
TONIGHT SHOW	237	210	210	A	6.9	24	562	1450	710	224	744	254	408	360	341	271	616	240	368	318	235	207	60^	22v	30^	23v
1 M-F 11.30P 60 NBC GV		99	99	B	7.4	24	603																			
2 MTUWF 11.30P 60																										
2 THU. 12.01A 60																										
11.30 - 12.00				A	7.8	23	636	1467	706	244	745	254	405	353	343	280	632	224	359	328	248	234	58^	18v	32^	26^
12.00 - 12.30				A	6.4	25	522	1381	685	205	716	254	402	350	326	250	583	241	361	309	220	181	59^	25v	23v	17v
12.30 - 1.00				A	5.4	28	440	1184	673	50v	673	127v	288^	395^	319^	278^	511^	304^	406^	170^	119v	103v	LT	LT	LT	LT
•WEEKDAY DAYTIME																										
ABC AFTERSCHOOL SPECIAL(S)			198	A	9.6	29	782	1488	721	281^	721	358	471	415	261^	186^	266^	165^	196^	132^	73v	70v	241^	175^	260^	181^
2 WED. 4.30P 60 ABC FV			99																							
4.30 - 5.00				A	8.9	28	725	1443	762	296^	762	369	463	412	260^	225^	192^	125^	132^	95^	36v	60v	236^	168^	253^	167^
5.00 - 5.30				A	10.2	30	831	1527	690	268^	690	349	481	421	265^	153^	326	197^	245^	161^	103^	81^	247^	181^	264^	192^
ABC DAYTIME NEWSBRIEF-M-F	236	175	175	A	8.6	32	701	1218	913	206	950	526	715	541	291	200	159	103	109	46^	37^	36^	55^	52^	54^	14v
1 MON. 1.56P 3 ABC N		93	93	B	8.5	30	693																			
1 TU-F 1.57P 2																										
2 M-F 1.57P 2																										
ALICE-M-F	222	166	165	A	5.2	29	424	1594	862	150	950	540	703	504	262	201	282	128^	158	91^	89^	121^	85^	26v	277	66^
M-F 10.30A 30 CBS CS		92	91	B	6.2	29	505																			
ALL MY CHILDREN	235	201	201	A	9.1	35	742	1261	915	220	950	520	709	532	288	207	211	119	143	75^	61^	48^	58^	53^	42^	11v
M-F 1.00P 60 ABC DD		99	99	B	9.1	33	742																			
1.00 - 1.30				A	8.7	33	709	1237	908	217	935	505	695	529	289	206	207	108	136	78^	67^	50^	58^	55^	37^	LT
1.30 - 2.00				A	9.5	36	774	1267	918	219	957	529	718	534	285	205	210	129	147	66^	52^	45^	56^	52^	44^	16v
ANOTHER WORLD	234	205	205	A	4.5	17	367	1278	877	171	997	386	484	436	360	453	226	84^	130^	73^	91^	96^	25v	25v	30v	LT
M-F 2.00P 60 NBC DD		99	99	B	5.0	18	408																			
2.00 - 2.30				A	4.5	17	367	1278	897	172	1008	399	496	441	356	455	231	79^	128^	70^	96^	103^	16v	16v	23v	LT
2.30 - 3.00				A	4.4	17	359	1279	874	164	991	383	482	434	360	449	217	90^	134^	78^	83^	83^	34v	34v	37v	14v
AS THE WORLD TURNS	69	194	194	A	5.9	23	481	1239	751	116^	909	252	435	378	377	420	258	52^	71^	56^	88^	166	22v	10v	50^	13v
M-F 1.30P 60 CBS DD		99	99	B	6.5	23	530																			
1.30 - 2.00				A	5.8	22	473	1216	754	130	913	253	426	369	370	429	251	50^	63^	47^	82^	169	18v	LT	34^	LT
2.00 - 2.30				A	6.0	23	489	1233	740	98^	892	243	432	385	381	407	255	52^	74^	60^	85^	161	26v	14v	60^	18v
BLOCKBUSTERS	216	144	144	A	2.9	16	236	1339	914	203^	957	301	415	427	321	429	301	106^	157^	94^	109^	144^	LT	LT	72^	25v
M-F 10.30A 30 NBC QG		84	84	B	3.6	17	293																			
CAPTAIN KANGAROO	229	175	174	A	2.3	13	187	1428	391	42v	396	268^	295^	220^	64v	80v	97^	43v	64v	65v	38v	27v	26v	LT	909	167^
M-F 8.00A 60 CBS C		97	97	B	2.7	14	220																			
8.00 - 8.30				A	2.1	12	171	1427	415	30v	415	304^	333^	228^	59v	64v	110^	52v	76v	76v	41v	28v	LT	LT	896	169^
8.30 - 9.00				A	2.4	13	196	1439	367	45v	382	238^	264^	214^	67v	98^	76v	36v	50v	52v	30v	LT	42v	LT	939	158^
CARD SHARKS	236	138	139	A	2.2	10	179	1514	882	228^	927	335	430	369	280^	458	447	162^	235^	118^	128^	212^	45v	LT	95^	LT
M-F 12.00N 30 NBC QG		70	70	B	3.0	12	245																			
DAYS OF OUR LIVES	236	208	208	A	4.9	19	399	1313	940	177	1047	355	474	421	384	521	226	71^	104^	59^	88^	118^	22v	18v	18v	LT
M-F 1.00P 60 NBC DD		99	99	B	5.6	20	456																			
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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WEEKDAY DAYTIME CONT'D																										
DAYS OF OUR LIVES-CONT'D																										
1.00 - 1.30				A	4.6	18	375	1299	937	174	1044	350	469	408	378	529	221	56^	91^	57^	94^	125^	15v	13v	19v	LT
1.30 - 2.00				A	5.2	20	424	1292	928	172	1034	356	469	422	381	509	215	75^	104^	57^	75^	109^	27v	19v	16v	LT
DOCTORS	235	183	180	A	3.1	13	253	1292	896	181^	953	339	431	345	324	474	296	83^	150^	86^	138^	146^	LT	LT	36v	LT
M-F 12.30P 30 NBC DD		87	87	B	3.7	15	302																			
EDGE OF NIGHT	223	157	156	A	5.5	19	448	1420	671	142	823	406	483	365	224	282	344	159	207	139	145	107^	119^	100^	134	68^
M-F 4.00P 30 ABC DD		83	82	B	5.0	16	408																			
FAMILY FEUD	236	175	169	A	5.9	27	481	1337	784	243	884	364	518	397	311	330	299	92^	115^	77^	99^	174	66^	39^	88^	18v
M-F 12.00N 30 ABC QP		91	89	B	6.7	27	546																			
GENERAL HOSPITAL	229	200	200	A	12.1	41	986	1422	852	213	925	524	673	463	250	214	209	129	146	64	62	49^	188	155	100	63
M-F 3.00P 60 ABC DD		99	99	B	11.5	38	937																			
3.00 - 3.30				A	11.6	41	945	1400	856	212	930	528	672	461	247	218	199	129	143	56^	53^	46^	179	147	92	54^
3.30 - 4.00				A	12.6	41	1027	1429	845	210	916	519	669	465	250	207	214	130	147	67	69	50^	192	162	107	68
GOOD MORNING, AMERICA-730	237	203	203	A	4.7	29	383	1371	851	240	862	215	412	410	428	363	401	130^	190	196	179	162	37v	LT	71^	53^
M-F 7.30A 30 ABC N		99	99	B	4.8	28	391																			
GOOD MORNING, AMERICA-830	238	199	201	A	5.3	29	432	1144	785	132^	804	209	385	377	375	353	294	59^	113^	104^	138	165	LT	LT	42^	14v
M-F 8.30A 30 ABC N		98	98	B	5.6	28	456																			
GUIDING LIGHT	231	194	194	A	7.1	24	579	1275	798	143	946	279	499	449	414	369	201	67^	91^	67^	63^	97^	85^	50^	43^	24v
M-F 3.00P 60 CBS DD		99	99	B	7.8	26	636																			
3.00 - 3.30				A	6.9	24	562	1246	796	138	934	269	482	442	406	373	198	62^	87^	68^	62^	100^	86^	48^	28^	9v
3.30 - 4.00				A	7.3	24	595	1279	797	150	946	287	509	453	413	359	200	70^	95^	64^	62^	94^	79^	47^	54^	37^
JEFFERSONS M-F	222	151	150	A	4.4	25	359	1577	815	137^	882	489	703	526	292	141^	323	148^	176	120^	87^	139^	76^	24v	296	70^
M-F 10.00A 30 CBS CS		87	87	B	5.2	25	424																			
LAS VEGAS GAMBIT	215	130	129	A	2.4	13	196	1301	872	266^	908	301	454	404	291^	402	291^	113^	153^	106^	86^	138^	LT	LT	92^	26v
M-F 10.00A 30 NBC QG		77	77	B	3.0	14	245																			
LOVE BOAT DAYTIME	10	183	182	A	5.6	29	456	1314	763	208	816	465	652	470	267	151	263	181	197	99^	58^	49^	73^	37^	162	42^
M-F 11.00A 60 ABC CS		93	93	B	5.6	29	456																			
11.00 - 11.30				A	5.3	28	432	1280	729	197	794	442	622	448	252	165	262	177	195	100^	62^	51^	64^	35v	160	42^
11.30 - 12.00				A	5.9	30	481	1322	779	208	827	485	671	476	272	141	261	186	199	100^	52^	44^	72^	35^	162	42^
MORNING-CHARLES KURALT	142	185	186	A	2.3	16	187	1332	616	134^	717	176^	262^	289^	289^	374	492	107^	192^	224^	252^	257^	LT	LT	118^	38v
M-F 7.00A 60 CBS N		98	99	B	2.6	18	212																			
7.00 - 7.30				A	2.0	16	163	1429	607	165^	692	153^	251^	289^	295^	354^	608	123^	252^	300^	325^	302^	LT	LT	122^	37v
7.30 - 8.00				A	2.6	16	212	1212	589	94^	712	179^	250^	274^	283	387	386	94^	137^	155^	185^	217^	LT	LT	109^	33v
NEWSBREAK-11.57	235	163	163	A	5.1	25	416	1349	776	99^	921	298	430	383	288	421	288	70^	117^	85^	108^	151	24v	LT	116^	LT
M-F 11.57A 2 CBS N		87	87	B	6.2	26	505																			
NEWSBREAK-3.57	231	175	175	A	6.0	19	489	1249	740	138	903	267	486	431	395	337	194	69^	97^	65^	55^	84^	93^	49^	59^	41^
M-F 3.57P 2 CBS N		94	94	B	6.3	20	513																			
ONE DAY AT A TIME-M-F	208	129	130	A	4.0	14	326	1479	690	196	837	349	543	424	317	260	291	111^	133^	111^	77^	112^	141^	89^	210	99^
M-F 4.00P 30 CBS CS		71	71	B	4.4	14	359																			
ONE LIFE TO LIVE	231	199	199	A	9.3	36	758	1285	918	190	944	527	666	486	264	233	198	123	136	56^	49^	45^	81	76^	62^	28^
M-F 2.00P 60 ABC DD		99	99	B	9.1	33	742																			
CONT'D																										

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WEEKDAY DAYTIME CONT'D																										
ONE LIFE TO LIVE-CONT'D																										
2.00 - 2.30				A	9.1	35	742	1272	918	193	941	526	669	496	264	227	210	130	144	56^	51^	47^	69^	69^	52^	20v
2.30 - 3.00				A	9.5	36	774	1283	913	186	942	526	659	476	260	236	178	115	123	49^	40^	41^	93	84	70^	34^
PASSWORD PLUS	230	181	182	A	3.7	19	302	1156	842	262	878	258	370	344	334	435	251	55^	99^	63^	70^	152^	LT	LT	20v	LT
M-F 11.30A 30 NBC QG		93	92	B	4.3	19	350																			
PRICE IS RIGHT 1	234	192	193	A	4.7	25	383	1460	768	164	927	365	474	354	244	394	324	89^	146^	78^	109^	173	55^	LT	154	21v
M-F 11.00A 30 CBS AP		96	96	B	6.1	28	497																			
PRICE IS RIGHT 2	235	192	193	A	5.9	30	481	1380	771	145	903	308	426	361	262	410	333	75^	123	83^	118^	192	26v	LT	118^	11v
M-F 11.30A 30 CBS AP		96	96	B	7.1	31	579																			
RYAN'S HOPE	236	185	183	A	6.5	27	530	1213	833	238	856	444	598	495	305	216	224	96^	119	74^	81^	88^	66^	47^	67^	15v
M-F 12.30P 30 ABC DD		97	97	B	6.8	27	554																			
SEARCH FOR TOMORROW	68	188	188	A	5.8	22	473	1224	705	97^	849	239	422	378	357	363	235	64^	96^	73^	78^	121^	68^	36^	72^	30v
M-F 2.30P 30 CBS DD		96	96	B	6.3	23	513																			
TEXAS	235	189	187	A	3.5	12	285	1407	868	197^	966	380	493	446	358	400	281	115^	182^	115^	131^	99^	55^	41v	105^	56^
M-F 3.00P 60 NBC DD		92	91	B	4.4	14	359																			
3.00 - 3.30				A	3.5	12	285	1337	846	193^	941	383	484	439	341	383	270	112^	175^	108^	126^	95^	38v	31v	88^	49v
3.30 - 4.00				A	3.7	12	302	1344	831	188^	917	355	467	421	340	383	258	106^	166^	109^	120^	92^	59^	46v	110^	53^
TODAY SHOW-7.30AM	240	214	214	A	4.3	26	350	1291	717	191	743	186	334	323	322	383	471	117^	214	217	184	245	22v	LT	55^	37v
M-F 7.30A 30 NBC N		99	99	B	4.7	27	383																			
TODAY SHOW-8.30AM	239	211	211	A	5.1	28	416	1166	700	123^	729	134^	254	267	337	426	351	68^	115^	111^	138^	226	26v	17v	60^	44^
M-F 8.30A 30 NBC N		99	99	B	5.5	27	448																			
WHEEL OF FORTUNE	236	189	189	A	4.1	22	334	1192	850	206	925	273	404	422	332	434	236	42v	82^	58^	81^	154^	LT	LT	25v	LT
M-F 11.00A 30 NBC QG		97	96	B	4.7	22	383																			
YOUNG AND THE RESTLESS	69	194	194	A	7.0	30	571	1210	796	144	930	337	536	451	355	335	189	51^	67^	54^	54^	103	19v	14v	72^	18v
M-F 12.30P 60 CBS DD		99	99	B	7.4	28	603																			
12.30 - 1.00				A	6.8	30	554	1244	795	144	936	341	529	446	338	347	215	56^	76^	54^	51^	123	15v	14v	78^	17v
1.00 - 1.30				A	7.2	29	587	1160	789	139	917	333	537	453	362	322	159	44^	54^	52^	54^	83^	20v	13v	64^	17v
•WEEKEND DAYTIME																										
ABC SUNDAY AFTERNOON BSBL	6	183	187	A	4.1	10	334	844	332^	131^	332^	66v	158^	170^	204^	147^	484	152^	197^	206^	185^	219^	LT	LT	24v	21v
1 SUN. 3.00P 196 ABC SE		99	97	B	4.1	11	334																			
2 SUN. 3.00P 153																										
3.00 - 3.30				A	3.4	9	277	1188	442	140^	447	109v	210^	187^	227^	227^	609	245^	278^	321^	180^	267^	30v	LT	102v	102v
3.30 - 4.00				A	3.5	9	285	751	316^	137^	316^	77v	207^	175^	183^	109^	435	144^	168^	165^	147^	214^	LT	LT	LT	LT
4.00 - 4.30				A	3.9	9	318	704	267^	129^	267^	47v	170^	170^	195^	97^	437	148^	176^	164^	151^	207^	LT	LT	LT	LT
4.30 - 5.00				A	4.4	10	359	655	262^	131^	265^	48v	120^	162^	192^	103^	390	111^	142^	148^	156^	189^	LT	LT	LT	LT
5.00 - 5.30				A	4.5	11	367	643	248^	112^	248^	33v	101^	139^	182^	109^	395	106^	169^	161^	180^	171^	LT	LT	LT	LT
5.30 - 6.00				A	5.0	12	408	1319	504^	174^	504^	84v	190^	222^	291^	252^	815	234^	325^	324^	334^	348^	LT	LT	LT	LT
ABC WEEKEND SPECIALS	1	177		A	4.8	21	391	2092	511^	199^	565^	247^	358^	192^	175^	195^	328^	241^	268^	163^	60v	60v	333^	122v	866	579^
1 SAT. 12.00N 30 ABC FV		93		B	4.8	21	391																			
ABC WIDE WORLD-SPORTS SAT	38	209	193	A	9.4	25	766	1473	389	165	428	129^	246	229	229	151^	788	252	441	438	408	263	76^	45^	181	116^
1 SAT. 5.00P 94 ABC SA		99	95	B	9.4	24	766																			
2 SAT. 3.30P 84																										
CONT'D																										

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WEEKEND DAYTIME CONT'D																										
ABC WIDE WORLD-SPO-CONT'D																										
3.30 - 4.00				A	9.4	27	766	1358	257^	118^	270^	151^	194^	144^	110^	70v	820	279^	445	465	448	241^	99^	78v	169^	122^
4.00 - 4.30				A	10.9	29	888	1402	303	117^	326	158^	228^	185^	168^	85^	811	278	456	485	411	244^	61v	26v	204^	147^
4.30 - 5.00				A	9.4	24	766	1266	323	144^	343	139^	247^	210^	204^	62v	759	224^	404	460	392	260^	64v	64v	100^	67v
5.00 - 5.30				A	9.0	26	734	1635	506	212^	551	136^	286^	289^	291^	214^	817	270^	448	428	400	291^	71v	41v	196^	109^
5.30 - 6.00				A	9.7	26	791	1633	509	223^	563	108^	274^	296^	303	243^	763	252^	436	387	387	266^	79^	35v	228^	151^
6.00 - 6.30				A	8.5	21	693	1450	414	158^	483	86v	225^	223^	260^	222^	725	191^	426	376	398	274^	83v	29v	159^	88^
AMERICAN BANDSTAND '81	1	157		A	5.8	22	473	1973	704	397^	882	550	681	296^	144^	188^	401^	288^	320^	182^	71v	73v	245^	115v	445^	335^
1 SAT. 12.30P 60 ABC PC		82		B	5.8	22	473																			
12.30 - 1.00				A	5.0	20	408	2071	680	387^	874	543^	659	234^	116v	215^	362^	308^	335^	168^	54v	27v	359^	166^	476^	364^
1.00 - 1.30				A	6.6	25	538	1870	715	402^	877	552	689	339^	161^	164^	419^	265^	297^	185^	79v	109v	156^	73v	418^	312^
ANIMALS, ANIMALS, ANIMALS	42	107		A	1.4	6	114	1781^	377v	167v	447v	360v	360v	255v	LT	87v	228v	88v	88v	184v	96v	44v	456v	193v	650^	359v
1 SUN. 11.30A 30 ABC CL		78		B	2.4	10	196																			
ASK NBC NEWS-8:28AM	2	175	175	A	3.0	23	245	1086	159^	LT	159^	LT	61v	131^	119v	28v	56v	LT	37v	56v	56v	LT	58v	LT	813	572
SAT. 8.28A 2 NBC CN		94	94	B	3.0	23	245																			
ASK NBC NEWS-09:28AM	2	196	197	A	6.1	28	497	1465	108^	75^	108^	54v	94^	89^	54v	LT	112^	57v	83^	68^	55v	LT	246	103^	999	665
SAT. 9.28A 2 NBC CN		97	98	B	6.1	28	497																			
ASK NBC NEWS-10:28AM	2	198	198	A	4.6	20	375	1733	308^	82^	308^	164^	185^	55v	21v	123^	357	241^	253^	123^	40v	76v	145^	51v	923	618
SAT. 10.28A 2 NBC CN		98	98	B	4.6	20	375																			
ASK NBC NEWS-11:28AM	2	191	191	A	4.3	18	350	1666	220^	68v	220^	92^	120^	88^	53v	88^	338^	291^	306^	71v	15v	32v	134^	85v	974	518
SAT. 11.28A 2 NBC CN		95	95	B	4.3	18	350																			
ASK NBC NEWS 12:28PM	2	160	158	A	4.1	16	334	611	159^	84v	159^	27v	84v	84v	57v	75v	54v	LT	36v	36v	36v	18v	105^	60v	293^	147^
SAT. 12.28P 2 NBC CN		77	75	B	4.1	16	334																			
BLACKSTAR	2	186	189	A	7.6	31	619	1614	339	103^	384	245	328	215	100^	48v	382	255	316	186^	100^	56^	101^	20v	747	430
SAT. 11.00A 30 CBS CA		95	96	B	7.6	31	619																			
BUGS BUNNY/ROAD RUNNER 1	2	198	197	A	4.6	22	375	1781	307^	121^	401	260^	319^	174^	128^	56v	391	249^	313^	164^	110^	78v	161^	31v	828	507
SAT. 9.00A 30 CBS CA		99	99	B	4.6	22	375																			
BUGS BUNNY/ROAD RUNNER 2	2	198	198	A	6.9	30	562	1633	342	118^	400	225	296	183^	152^	68^	353	199^	268	186^	92^	85^	164^	69^	716	395
SAT. 9.30A 30 CBS CA		99	99	B	6.9	30	562																			
BUGS BUNNY/ROAD RUNNER 3	2	198	198	A	7.7	33	628	1580	363	91^	417	230	308	197	151^	87^	376	234	314	208	91^	62^	154^	56^	633	333
SAT. 10.00A 30 CBS CA		99	99	B	7.7	33	628																			
BULLWINKLE	2	140	135	A	3.3	12	269	1461	311^	226^	315^	226^	226^	156^	41v	89v	222^	108v	140^	140^	55v	82v	206^	179^	718	264^
SAT. 12.30P 30 NBC CA		71	73	B	3.3	12	269																			
CBS NFL FTBL PRE	2	186	194	A	6.8	27	554	1256	337	147^	414	171^	249	238	198^	145^	626	245	402	303	293	173^	75^	LT	141^	61^
SUN. 12.30P 30 CBS SE		96	98	B	6.8	27	554																			
CBS NFL FTBL GM 1	2	198	200	A	16.0	43	1304	1651	452	219	482	226	328	272	192	131	875	369	591	507	406	217	195	37^	99	80^
1 SUN. 1.00P 191 CBS SE		99	99	B	16.0	43	1304																			
2 SUN. 1.00P 192																										
1.00 - 1.30				A	11.6	39	945	1670	370	183	402	177	242	212	157	132	884	398	613	531	389	219	233	34^	151	133
1.30 - 2.00				A	14.8	44	1206	1669	390	215	437	215	290	227	163	125	895	411	614	525	390	216	236	46^	101	93^
2.00 - 2.30				A	16.2	44	1320	1622	432	226	465	235	326	265	180	113	864	384	602	506	391	201	212	38^	81^	77^
2.30 - 3.00				A	16.3	42	1328	1636	436	220	471	223	319	259	186	127	902	365	615	518	427	220	205	25^	58^	55^
CONT'D																										

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
CBS NFL FTBL GM 1-CONT'D																										
3.00 - 3.30				A	16.8	43	1369	1734	510	243	537	255	374	312	215	138	912	376	617	518	432	222	185	37^	100	76^
3.30 - 4.00				A	18.0	44	1467	1676	514	229	535	245	370	319	221	141	870	356	589	505	415	209	159	44^	112	80^
4.00 - 4.30				A	14.4	35	1174	1575	561	205	578	191^	370	345	288	176^	710	195^	345	424	381	274	141^	27v	146^	61^
CBS NFL FTBL GM 2	2	187	183	A	13.9	31	1133	1912	645	257	684	336	497	434	270	157	981	388	690	583	457	258	131	20v	116	82^
1 SUN. 4.00P 200 CBS SE		81	82	B	13.9	31	1133																			
2 SUN. 4.08P 181																										
4.00 - 4.30				A	9.1	21	742	1729	537	224	565	268	411	327	243	138^	954	344	679	565	470	246	131^	13v	79^	70^
4.30 - 5.00				A	10.8	25	880	1823	659	271	691	360	536	448	275	135^	906	350	624	534	431	246	124^	22v	102^	82^
5.00 - 5.30				A	13.5	32	1100	1904	697	247	729	386	544	469	257	158	969	375	681	568	459	259	121	18v	85^	76^
5.30 - 6.00				A	13.9	32	1133	1936	650	263	689	379	530	462	242	134	997	410	745	630	469	224	142	22v	108	81^
6.00 - 6.30				A	14.4	30	1174	1835	577	246	606	310	441	393	232	134	1011	428	721	601	453	259	110	15v	108	67^
6.30 - 7.00				A	13.9	29	1133	1966	596	258	631	307	458	407	250	145	1074	444	767	633	490	272	142	20v	119	62^
7.00 - 7.30				A	16.5	32	1345	2081	761	289	827	329	529	485	367	240	938	347	612	537	437	287	131	25^	185	131
CBS NFL FTBL POST	1	124		A	5.1	13	416	2043	552^	247^	552^	356^	411^	298^	196^	110v	1103	521^	886	619	467^	217^	217^	LT	171^	171^
1 SUN. 3.51P 9 CBS SC		56		B	5.1	13	416																			
CBS SPORTS SATURDAY	2	160	162	A	6.7	18	546	1485	574	212^	582	228	411	359	269	140^	737	229	417	337	298	320	57^	20v	109^	90^
SAT. 4.30P 90 CBS SA		92	90	B	6.7	18	546																			
4.30 - 5.00				A	5.5	15	448	1346	585	207^	601	259^	447	380	270	136^	574	191^	325	257^	247^	249^	85^	15v	86^	86^
5.00 - 5.30				A	7.0	19	571	1546	570	245	570	243	431	368	259	106^	784	235	450	353	336	334	55^	30v	137^	126^
5.30 - 6.00				A	7.6	20	619	1525	573	184^	575	192^	367	341	274	170^	814	252	458	382	305	356	40v	16v	96^	56^
COLLEGE FOOTBALL '81	2	113	121	A	2.4	9	196	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
1 SUN. 12.30P 30 ABC SC		76	86	B	2.4	9	196																			
2 SUN. 12.00N 30																										
DAFFY/SPEEDY SHOW	2	160	158	A	4.1	16	334	1731	345^	168^	375	216^	277^	168^	99^	78v	362	246^	311^	97^	98^	51v	242^	155^	752	334^
SAT. 12.00N 30 NBC CA		77	75	B	4.1	16	334																			
DEAR ALEX & ANNIE-11.26AM	2	184	174	A	5.6	25	456	1487	297	132^	336	194^	272	148^	78^	64v	162^	88^	130^	94^	42v	32v	308	137^	681	347
SAT. 11.26A 3 ABC CN		96	93	B	5.6	25	456																			
DEAR ALEX & ANNIE-11.25AM	2	113	110	A	1.8	8	147	1626	423^	198v	457^	192v	252^	122v	128v	205v	353^	265^	299^	176v	47v	41v	407^	217^	409^	258^
SUN. 11.25A 4 ABC CN		80	81	B	1.8	8	147																			
FACE THE NATION	3	145	145	A	3.4	13	277	1404	495	116^	538	97v	137^	133^	148^	383^	714	140^	245^	335^	393^	347^	47v	LT	105v	43v
SUN. 11.30A 30 CBS CC		90	91	B	3.0	12	245																			
FLINTSTONE'S COMEDY SHW2	2	174	175	A	2.6	22	212	1033	155^	LT	155^	LT	47v	122v	123v	33v	52v	LT	33v	52v	52v	LT	48v	LT	778	538^
SAT. 8.00A 30 NBC CA		94	94	B	2.6	22	212																			
FONZ AND HAPPY DAYS GANG	2	196	193	A	4.6	22	375	1763	107^	41v	134^	74v	95^	55v	60v	21v	125^	56v	101^	64v	59v	24v	242^	101^	1262	715
SAT. 9.00A 30 ABC CA		99	98	B	4.6	22	375																			
GOLDIE GOLD/ACTION JACK	2	184	174	A	5.9	26	481	1538	281	141^	318	195^	272	157^	83^	46v	157^	90^	128^	92^	38v	29v	345	185^	718	375
SAT. 11.00A 30 ABC CS		96	93	B	5.9	26	481																			
HEATHCLIFF & MARMADUKE	2	179	172	A	3.8	21	310	1587	146^	17v	184^	136^	159^	81v	48v	25v	181^	111^	111^	103^	70v	51v	302^	80v	920	468
SAT. 8.30A 30 ABC CA		92	89	B	3.8	21	310																			
IN THE NEWS- 8.26AM	2	185	186	A	3.8	26	310	1365	152^	62v	152^	25v	61v	84v	59v	68v	154^	51v	51v	LT	103^	103^	LT	LT	1059	690
SAT. 8.26A 3 CBS CN		98	98	B	3.8	26	310																			
IN THE NEWS- 8.56AM	2	192	191	A	3.9	21	318	1585	217^	66v	217^	108^	121^	152^	82v	27v	226^	147^	147^	54v	79v	79v	120^	LT	1022	632
SAT. 8.56A 3 CBS CN		98	97	B	3.9	21	318																			

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																														
IN THE NEWS- 9.26AM					2	198	197	A	5.2	24	424	1764	326	109^	411	263^	316	168^	133^	68v	362	210^	277^	153^	111^	85^	168^	53v	823	495
SAT.	9.26A		3 CBS	CN		99	99	B	5.2	24	424																			
IN THE NEWS- 9.56AM					2	198	198	A	7.1	31	579	1515	279	90^	328	192^	248	129^	117^	69^	327	174^	247	194^	86^	80^	147^	63^	713	360
SAT.	9.56A		3 CBS	CN		99	99	B	7.1	31	579																			
IN THE NEWS-11.56AM					2	188	184	A	6.5	27	530	1589	353	118^	411	260	302	205^	89^	86^	291	167^	222^	164^	97^	56v	214^	85^	673	424
SAT.	11.56A		3 CBS	CN		96	97	B	6.5	27	530																			
IN THE NEWS-12.26PM					2	183	181	A	6.0	23	489	1800	373	67^	425	234^	279	209^	135^	108^	401	255	304	211^	121^	79^	222^	LT	752	498
SAT.	12.26P		3 CBS	CN		94	97	B	6.0	23	489																			
IN THE NEWS-12.56PM					2	164	160	A	5.3	19	432	1569	300	97^	430	224^	278^	185^	102^	129^	314	149^	209^	150^	165^	93^	173^	32v	652	389
SAT.	12.56P		3 CBS	CN		89	92	B	5.3	19	432																			
IN THE NEWS- 1.26PM					2	161	169	A	5.1	18	416	1663	494	240^	633	256^	412	281^	341	193^	266^	107^	135^	66v	159^	108^	222^	109^	542	264^
SAT.	1.26P		3 CBS	CN		88	94	B	5.1	18	416																			
IN THE NEWS-10.56AM					2	193	195	A	7.2	29	587	1480	318	128^	355	234	276	185^	99^	65^	362	234	285	176^	75^	65^	106^	55^	657	361
SAT.	10.56A		3 CBS	CN		96	98	B	7.2	29	587																			
IN THE NEWS-11.26AM					2	187	189	A	7.5	30	611	1584	327	85^	383	248	313	208	83^	65^	346	227	278	196^	90^	59^	116^	20v	739	419
SAT.	11.26A		3 CBS	CN		95	96	B	7.5	30	611																			
ISSUES AND ANSWERS					46	156	140	A	2.6	10	212	943	364^	175^	415^	52v	95v	75v	175^	297^	396^	52v	141v	174^	174^	222^	62v	LT	70v	70v
1 SUN.	12.00N	30	ABC	CC		91	93	B	3.5	14	285																			
2 SUN.	11.30A	30																												
KID SUPER POWER I					2	198	198	A	5.5	24	448	1808	228^	119^	228^	114^	143^	72^	41v	73^	225^	111^	161^	105^	94^	20v	197^	93^	1158	799
SAT.	9.30A	30	NBC	CA		98	98	B	5.5	24	448																			
KID SUPER POWER II					2	198	198	A	5.4	24	440	1886	266^	91^	266^	145^	170^	59v	25v	96^	300	241^	256^	115^	36v	23v	174^	72^	1146	824
SAT.	10.00A	30	NBC	CA		98	98	B	5.4	24	440																			
KIDS ARE PEOPLE TOO I					2	114	106	A	1.6	7	130	1208	324^	108v	331^	155v	155v	85v	LT	176v	115v	108v	108v	115v	LT	LT	446^	184v	316^	262^
1 SUN.	10.30A	33	ABC	CL		80	80	B	1.6	7	130																			
2 SUN.	10.30A	28																												
10.30 - 11.00								A	1.6	7	130	1131	323^	108v	323^	154v	154v	85v	LT	169v	108v	101v	101v	108v	LT	LT	392^	177v	308^	254^
KIDS ARE PEOPLE TOO II					2	114	107	A	1.9	8	155	1839	438^	206^	458^	187v	252^	136v	129v	206^	304^	227^	258^	142v	44v	33v	561^	181v	516^	362^
1 SUN.	11.03A	27	ABC	CL		80	80	B	1.9	8	155																			
2 SUN.	10.58A	32																												
11.00 - 11.30								A	1.9	8	155	1858	446^	207^	485^	207^	272^	142v	135v	213^	298^	221^	253^	143v	45v	32v	565^	173v	510^	362^
KWICKY KOALA SHOW					2	185	186	A	3.0	23	245	1384	208^	62v	208^	28v	61v	89v	61v	119v	184^	57v	57v	LT	127^	127^	LT	LT	992	661
SAT.	8.00A	30	CBS	CA		98	98	B	3.0	23	245																			
MEET THE PRESS					50	154	163	A	3.1	13	253	1265	546	151^	614	158^	234^	186^	190^	333^	565	193^	301^	241^	203^	257^	42v	27v	44v	20v
SUN.	12.00N	30	NBC	CC		88	91	B	4.0	16	326																			
NBC MAJOR LEAGUE PRE GAME					14	202	201	A	3.1	11	253	1672	629	123^	629	336^	423^	269^	131^	206^	580	258^	348^	206^	113v	232^	331^	27v	132^	88v
1 SAT.	2.00P	18	NBC	SC		94	98	B	4.6	18	375																			
2 SAT.	2.00P	17																												
NBC MAJOR LEAGUE GAME					14	200	200	A	4.3	13	350	1391	484	193^	524	145^	299^	234^	237^	225^	686	245^	353	299^	229^	290^	79v	LT	102^	91^
1 SAT.	2.18P	189	NBC	SE		94	98	B	6.3	22	513																			
CONT'D																														

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A - CURRENT REPORT B - SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE / T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HH AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	W 18-34	W 18-49	W 25-54	W 35-64	W 55+	MEN TOTAL	M 18-34	M 18-49	M 25-54	M 35-64	M 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																									
NBC MAJOR LEAGUE G-CONT'D																									
2 SAT. 2.17P 181																									
2.30 - 3.00			A	3.5	11	285	1663	618	176^	618	299^	411^	242^	171^	207^	775	273^	396^	249^	176^	379^	157^	24v	113^	94v
3.00 - 3.30			A	3.9	12	318	1566	588	233^	588	132^	304^	228^	258^	284^	701	249^	340^	272^	188^	340^	141^	22v	136^	111^
3.30 - 4.00			A	4.1	12	334	1293	438	204^	450	127^	241^	171^	191^	204^	671	294^	384	258^	191^	254^	52v	LT	120^	106^
4.00 - 4.30			A	4.4	13	359	1220	394	195^	459	116^	301^	279^	246^	158^	674	217^	340	346	282^	253^	20v	LT	67v	67v
4.30 - 5.00			A	5.2	14	424	1295	457	221^	504	118^	306	278^	290	198^	665	203^	330	316	276^	269^	29v	LT	97^	97^
5.00 - 5.30			A	5.7	17	465	1310	329^	183^	458^	79v	223^	223^	312^	235^	561	226^	239^	258^	148^	299^	129v	LT	162^	110v
NCAA FOOTBALL PRE GAME 2	206	208	A	7.0	28	571	1263	386	131^	409	245	291	193^	87^	110^	557	218	306	266	214	216	71^	37v	226	130^
1 SAT. 1.30P 14 ABC SC	99	99	B	7.0	28	571																			
2 SAT. 12.00N 13																									
NCAA FOOTBALL GAME 2	207	212	A	9.9	33	807	1357	320	125^	348	132^	219	194	159	109^	750	243	405	365	340	294	102^	53^	157	109^
1 SAT. 1.44P 186 ABC SE	99	99	B	9.9	33	807																			
2 SAT. 12.13P 193																									
12.30 - 1.00			A	7.6	28	619	1375	216^	132^	240^	130^	169^	128^	77v	71v	741	342^	416	301^	172^	292^	180^	49v	214^	132^
1.00 - 1.30			A	9.3	33	758	1270	213^	98^	213^	91^	127^	117^	99^	75v	695	212^	376	322	292^	290^	172^	54v	190^	133^
1.30 - 2.00			A	9.1	33	742	1350	251^	112^	251^	93^	161^	153^	135^	72v	713	204^	378	356	316^	292^	133^	60v	253^	170^
2.00 - 2.30			A	9.8	33	799	1320	341	121^	363	152	234	211	157	107^	728	226	402	357	366	277	74^	60^	155	109^
2.30 - 3.00			A	9.7	31	791	1358	342	134^	367	156	243	231	169	93^	768	231	408	360	390	300	107^	67^	116^	82^
3.00 - 3.30			A	9.1	29	742	1369	327	114^	360	122^	231	211	189	105^	785	272	429	377	358	293	100^	62^	124^	88^
3.30 - 4.00			A	12.6	37	1027	1393	355	135^	408	105^	217^	206^	211^	166^	784	242	429	412	396	301	87^	45v	114^	94^
4.00 - 4.30			A	12.8	37	1043	1478	381	155^	423	129^	243	214^	200^	154^	842	271	467	452	386	322	79^	40v	134^	99^
4.30 - 5.00			A	13.2	37	1076	1460	362	160^	409	136^	257	228	199^	124^	785	254	415	403	355	312	66^	38v	200^	140^
NCAA FOOTBALL POST GAME 2	207	212	A	9.4	28	766	1466	357	147^	398	151^	272	220	183	107^	788	261	415	402	393	280	80^	64^	200	133^
1 SAT. 4.50P 10 ABC SC	99	99	B	9.4	28	766																			
2 SAT. 3.37P 10																									
NCAA FOOTBALL GAME 2 1		213	A	14.3	32	1165	1544	516	205	535	238	345	233	195^	158^	867	276	522	457	451	285	68^	17v	74^	43v
2 SAT. 5.00P 199 ABC SE		99	B	14.3	32	1165																			
5.00 - 5.30			A	10.8	28	880	1515	412	171^	412	188^	268^	204^	165^	111^	880	271	517	499	453	283	146^	43v	77^	42v
5.30 - 6.00			A	13.6	34	1108	1481	452	164^	452	212^	292	188^	166^	127^	878	267	508	486	459	297	95^	15v	56^	26v
6.00 - 6.30			A	14.7	34	1198	1477	503	155^	503	236	323	226	171^	144^	857	282	523	487	434	278	44v	11v	73^	41v
6.30 - 7.00			A	14.0	32	1141	1418	468	166^	468	224	312	216	170^	118^	852	305	553	470	419	245	49v	5v	49v	36v
7.00 - 7.30			A	14.9	31	1214	1623	555	240	581	269	388	248	198	158^	910	313	578	458	472	277	64^	17v	68^	47v
7.30 - 8.00			A	16.1	32	1312	1688	602	247	639	275	417	265	226	195	895	270	516	420	478	318	57^	11v	97^	60^
NEW FAT ALBERT SHOW 2	170	169	A	5.1	18	416	1721	504	285^	669	315	475	289^	321	160^	299	103^	132^	69v	136^	141^	242^	111^	511	275^
SAT. 1.00P 30 CBS CA	90	94	B	5.1	18	416																			
NFL '81-NBC PRE 2	175	172	A	4.9	19	399	1576	476	113^	531	187^	277^	239^	199^	188^	765	279^	509	416	405	205^	147^	48v	133^	96^
SUN. 12.30P 30 NBC SC	87	90	B	4.9	19	399																			
NFL FOOTBALL GAME 1-NBC 2	207	217	A	14.4	42	1174	1618	460	178	488	178	296	257	200	157	870	346	582	514	401	241	173	38^	87^	69^
1 SUN. 1.00P 185 NBC SE	99	99	B	14.4	42	1174																			
2 SUN. 1.00P 199																									
1.00 - 1.30			A	11.2	40	913	1579	457	190	504	197	314	261	198	158	834	334	563	500	404	215	145	32v	96^	80^
1.30 - 2.00			A	13.9	44	1133	1621	460	198	491	188	326	278	215	135	864	361	596	514	409	226	168	38^	98^	77^
2.00 - 2.30			A	14.9	43	1214	1594	454	177	483	182	296	249	202	148	872	349	590	521	402	236	155	31^	84^	71^
2.30 - 3.00			A	14.4	40	1174	1566	462	166	491	175	286	247	196	166	841	327	559	501	396	238	150	26^	84^	68^
3.00 - 3.30			A	15.9	44	1296	1614	456	165	476	161	285	247	200	160	890	338	573	505	398	270	173	46^	75^	61^
3.30 - 4.00			A	16.5	43	1345	1669	462	176	482	170	290	249	200	165	913	366	619	545	407	244	196	51^	78^	61^

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
NFL FOOTBALL POST-NBC	2	173	143	A	7.3	17	595	1538	457	190^	485	171^	257	258	191^	183^	698	246	413	434	340	231	208	20v	147^	99^
1 SUN. 4.06P 13 NBC SC		86	73	B	7.3	17	595																			
2 SUN. 4.24P 18																										
POPEYE/OLIVE COMEDY SHOW	2	192	195	A	7.2	29	587	1545	339	141^	380	250	310	196^	111^	53^	371	244	313	188^	89^	50v	160^	58^	634	341
SAT. 10.30A 30 CBS CA		96	98	B	7.2	29	587																			
RICHIE RICH/SCOOBY DOO-1	2	190	190	A	5.6	27	456	1680	155^	98^	194^	129^	152^	98^	50v	26v	113^	19v	73^	73^	70^	40v	421	226^	952	535
SAT. 10.00A 30 ABC CA		98	98	B	5.6	27	456																			
RICHIE RICH/SCOOBY DOO-2	2	193	194	A	6.8	30	554	1745	217^	98^	262	183^	227	147^	68^	19v	142^	60^	105^	89^	59^	37v	410	236	931	511
SAT. 10.30A 30 ABC CA		99	99	B	6.8	30	554																			
SCHOOLHOUSE ROCK-8.26AM	2	176	175	A	3.3	24	269	1669	239^	LT	272^	115^	272^	193^	157^	LT	55v	45v	45v	40v	LT	LT	356^	77v	986	520
SAT. 8.26A 4 ABC CN		91	90	B	3.3	24	269																			
SCHOOLHOUSE ROCK-10.55AM	2	194	194	A	6.1	27	497	1744	236^	111^	283	211^	255	141^	61v	20v	157^	61v	110^	92^	71^	37v	356	201^	948	493
SAT. 10.55A 4 ABC CN		99	99	B	6.1	27	497																			
SCHOOLHOUSE ROCK-11.56AM	2	187	174	A	5.3	23	432	1255	272^	135^	313	171^	261^	165^	90^	52v	137^	100^	120^	104^	37v	LT	226^	83^	579	297
SAT. 11.55A 4 ABC CN		97	93	B	5.3	23	432																			
SCOOBY DOO CLASSICS	2	196	196	A	6.6	29	538	1825	139^	70^	168^	114^	143^	61^	54v	14v	168^	64^	113^	85^	59^	55v	345	199^	1144	717
SAT. 9.30A 30 ABC CA		99	99	B	6.6	29	538																			
SMURFS I	2	196	197	A	5.1	31	416	1406	117^	53v	117^	28v	103^	117^	89^	LT	92^	37v	85^	72v	55v	LT	115^	41v	1082	764
SAT. 8.30A 30 NBC CA		97	98	B	5.1	31	416																			
SMURFS II	2	196	197	A	7.4	35	603	1504	125^	79^	125^	58^	112^	101^	67^	LT	113^	59^	83^	68^	54^	LT	203	67^	1063	748
SAT. 9.00A 30 NBC CA		97	98	B	7.4	35	603																			
SOCCER BOWL '81(S)			112	A	1.5	4	122	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
2 SUN. 12.30P 150 ABC SE			70																							
12.30 - 1.00				A	1.7	6	139	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
1.00 - 1.30				A	1.4	4	114	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
1.30 - 2.00				A	1.2	3	98	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
2.00 - 2.30				A	1.2	3	98	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
2.30 - 3.00				A	1.8	4	147	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SPACE STARS I	2	191	191	A	4.7	20	383	1577	153^	32v	153^	30v	65v	35v	35v	88^	229^	161^	185^	136^	48v	20v	194^	60v	1001	715
SAT. 10.30A 30 NBC CA		95	95	B	4.7	20	383																			
SPACE STARS II	2	191	191	A	4.5	19	367	1815	249^	63v	249^	108^	140^	82v	59v	96^	343	256^	276^	134^	65v	29v	189^	89^	1034	684
SAT. 11.00A 30 NBC CA		95	95	B	4.5	19	367																			
SPIDER-MAN & FRIENDS	2	190	188	A	5.0	21	408	1931	269^	73v	269^	104^	174^	136^	107^	83^	258^	216^	230^	87^	27v	28v	145^	37v	1259	778
SAT. 11.30A 30 NBC CA		95	92	B	5.0	21	408																			
SUNDAY MORNING	3	150	152	A	4.5	24	367	1267	548	172^	556	120^	199^	199^	267^	324^	580	262^	395	360	245^	161^	35v	35v	96^	60v
SUN. 9.00A 90 CBS N		89	89	B	4.3	23	350																			
9.00 - 9.30				A	3.8	23	310	1371	610	191^	610	169^	255^	222^	260^	336^	587	200^	377^	377^	294^	177^	25v	25v	149^	65v
9.30 - 10.00				A	4.7	25	383	1235	545	183^	548	115^	195^	213^	276^	309^	591	287^	415	368	243^	155^	29v	29v	67v	58v
10.00 - 10.30				A	5.1	25	416	1192	489	154^	516	86^	159^	166^	265^	324	549	277^	381	327	205^	149^	48v	48v	79^	60v
SUPERFRIENDS	2	176	175	A	3.2	25	261	1525	248^	LT	283^	111v	283^	202^	172^	LT	73v	58v	58v	43v	LT	LT	326^	77v	843	445^
SAT. 8.00A 30 ABC CA		91	90	B	3.2	25	261																			

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1981 REPORT

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
WEEKEND DAYTIME CONT'D																														
TARZAN/L.RANGER/ZORRO HR1					2	188	186	A	6.7	28	546	1639	351	107^	408	274	313	189^	75^	78^	324	198^	250	169^	97^	59^	196^	79^	711	431
SAT.	11.30A	30	CBS	CA		96	97	B	6.7	28	546																			
TARZAN/L.RANGER/ZORRO HR2					2	183	181	A	6.7	26	546	1711	377	114^	423	274	313	195^	101^	96^	299	195^	239	223	85^	39v	228	19v	761	487
SAT.	12.00N	30	CBS	CA		94	97	B	6.7	26	546																			
30 MINUTES					2	151	161	A	3.5	12	285	1544	463	235^	656	311^	421^	240^	303^	196^	250^	101v	148^	88v	113^	71v	242^	109^	396^	203^
SAT.	1.30P	30	CBS	DN		87	92	B	3.5	12	285																			
THUNDARR THE BARBARIAN					2	187	174	A	5.3	23	432	1421	293	135^	334	176^	282	187^	106^	52v	166^	126^	152^	119^	40v	LT	252^	106^	669	370
SAT.	11.30A	30	ABC	CA		97	93	B	5.3	23	432																			
TOM AND JERRY COMEDY SHOW					2	164	160	A	5.7	21	465	1628	286	116^	390	209^	251^	181^	104^	114^	329	184^	251^	162^	145^	63v	211^	31v	698	426
SAT.	12.30P	30	CBS	CA		89	92	B	5.7	21	465																			
TROLLKINS					2	191	191	A	3.9	22	318	1481	205^	63v	205^	91v	123^	148^	83v	31v	151^	59v	59v	40v	92v	92v	90v	LT	1035	654
SAT.	8.30A	30	CBS	CA		97	97	B	3.9	22	318																			

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES (AUDIENCE COMPOSITION)

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. SEPT.14, 1981

WEEK 1

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	14,830 18.2				30,560 37.5							
Program	← THAT'S INCREDIBLE (R)(OP) →				← NFL MONDAY NIGHT FOOTBALL OAKLAND VS MINNESOTA (9:00-12:29AM)(→OP) (SUSTAINING 12:29-12:34AM) →							
AVERAGE AUDIENCE (Households (000) & %)	10,270 12.6	11.9*		13.4*	15,730 19.3	19.1*		22.7*		23.4*		20.8*
SHARE OF AUDIENCE %	21	20 *		22 *	36	31 *		36 *		39 *		36 *
AVG. AUD. BY ¼ HR. %	11.8	12.0	13.0	13.8	18.2	20.1	22.7	22.8	23.9	22.9	22.3	19.4
CBS TV TOTAL AUDIENCE (Households (000) & %)	14,020 17.2		13,770 16.9		18,750 23.0		15,730 19.3		14,260 17.5			
Program	WKRP IN CINCINNATI (R)		TWO OF US (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)		← LOU GRANT (R) →			
AVERAGE AUDIENCE (Households (000) & %)	11,980 14.7		12,550 15.4		15,890 19.5		14,180 17.4		10,110 12.4	12.4*		12.4*
SHARE OF AUDIENCE %	24		24		30		28		22	21 *		23 *
AVG. AUD. BY ¼ HR. %	14.4	15.1	15.1	15.6	18.8	20.2	17.1	17.7	13.1	11.8	12.3	12.6
NBC TV TOTAL AUDIENCE (Households (000) & %)	17,850 21.9				20,130 24.7							
Program	← LITTLE HOUSE-PRAIRIE (R)(OP) →				← NBC MONDAY NIGHT MOVIES FAMILY PLOT(R)(OP) →							
AVERAGE AUDIENCE (Households (000) & %)	13,940 17.1	16.1*		18.0*	12,550 15.4	14.7*		14.9*		16.2*		15.7*
SHARE OF AUDIENCE %	28	27 *		28 *	26	23 *		24 *		28 *		29 *
AVG. AUD. BY ¼ HR. %	15.5	16.7	17.8	18.3	15.0	14.4	14.9	14.8	15.8	16.6	16.1	15.3

WEEK 2

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	20,130 24.7				32,760 40.2							
Program	← THAT'S INCREDIBLE (OP) →				← NFL MONDAY NIGHT FOOTBALL DALLAS VS NEW ENGLAND (9:00-12:00MD)(→OP) (SUSTAINING 12:00-12:13AM) →							
AVERAGE AUDIENCE (Households (000) & %)	14,430 17.7	16.0*		19.4*	19,970 24.5	22.6*		25.7*		27.3*		25.4*
SHARE OF AUDIENCE %	29	27 *		32 *	42	36 *		40 *		43 *		43 *
AVG. AUD. BY ¼ HR. %	15.2	16.8	19.1	19.7	21.7	23.4	25.2	26.3	27.1	27.5	25.3	25.4
CBS TV TOTAL AUDIENCE (Households (000) & %)	11,570 14.2		13,120 16.1		17,600 21.6		15,320 18.8		15,000 18.4			
Program	WKRP IN CINCINNATI (R)		TWO OF US (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)		← LOU GRANT (R) →			
AVERAGE AUDIENCE (Households (000) & %)	10,270 12.6		11,570 14.2		15,320 18.8		13,370 16.4		11,080 13.6	13.4*		13.8*
SHARE OF AUDIENCE %	21		22		29		26		23	22 *		25 *
AVG. AUD. BY ¼ HR. %	12.0	13.2	13.7	14.6	17.7	19.9	16.4	16.4	13.4	13.5	13.6	14.0
NBC TV TOTAL AUDIENCE (Households (000) & %)	16,630 20.4				16,870 20.7							
Program	← EVERY STRAY DOG AND KID (OP) →				← NBC MONDAY NIGHT MOVIES AND BABY MAKES SIX(R) (SUS-OP) →							
AVERAGE AUDIENCE (Households (000) & %)	12,710 15.6	15.4*		15.9*	10,350 12.7	12.9*		12.3*		12.7*		12.9*
SHARE OF AUDIENCE %	25	25 *		25 *	21	20 *		19 *		21 *		23 *
AVG. AUD. BY ¼ HR. %	15.2	15.5	15.8	16.1	13.3	12.6	12.6	12.1	12.5	12.8	13.2	12.5

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	52.6	53.3	55.1	58.0	59.8	61.6	63.1	63.6	63.7	64.7	63.6	62.7	59.7	58.1	55.5	52.4
WK. 2	53.3	55.5	56.0	57.7	59.1	61.7	63.8	64.2	64.3	65.2	64.0	63.2	61.3	59.3	57.1	54.8

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.MON. SEPT.21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEPT.15, 1981

WEEK 1

ABC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					15,490 19.0		15,160 18.6		19,560 24.0		17,850 21.9		17,360 21.3			
Program					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		HART TO HART (R)			
AVERAGE AUDIENCE (Households (000) & %)					13,200 16.2		13,450 16.5		17,360 21.3		16,220 19.9		13,450 16.5	17.1*		15.9*
SHARE OF AUDIENCE %					28		28		35		33		29	30 *		29 *
AVG. AUD. BY ¼ HR. %					15.0	17.5	16.3	16.8	20.7	22.0	20.0	19.9	17.4	16.8	16.3	15.5

CBS TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					12,630 15.5				17,930 22.0							
Program					FUTURE: WHAT'S NEXT (OP)				CBS TUESDAY NIGHT MOVIES PORTRAIT OF A STRIPPER(R)							
AVERAGE AUDIENCE (Households (000) & %)					8,560 10.5	10.0*		11.0*	11,080 13.6	12.2*		13.3*		14.3*		14.8*
SHARE OF AUDIENCE %					18	17 *		19 *	23	20 *		22 *		25 *		27 *
AVG. AUD. BY ¼ HR. %					10.1	10.0	10.4	11.5	11.8	12.5	13.4	13.2	14.4	14.3	14.7	14.8

NBC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					14,180 17.4				18,660 22.9							
Program					CRASH ISLAND (R)(OP)				NBC TUESDAY NIGHT MOVIE LEGEND OF THE GOLDEN GUN(R)(SUS-OP)							
AVERAGE AUDIENCE (Households (000) & %)					10,760 13.2	12.9*		13.5*	12,550 15.4	14.0*		15.1*		16.5*		15.9*
SHARE OF AUDIENCE %					23	22 *		23 *	26	23 *		25 *		29 *		29 *
AVG. AUD. BY ¼ HR. %					12.7	13.1	13.3	13.6	14.2	13.8	14.8	15.4	16.2	16.7	16.4	15.5

WEEK 2

ABC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					18,660 22.9		18,830 23.1		19,970 24.5		17,360 21.3		18,830 23.1			
Program					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		HART TO HART (R)			
AVERAGE AUDIENCE (Households (000) & %)					15,320 18.8		16,710 20.5		17,850 21.9		15,730 19.3		14,670 18.0	18.3*		17.7*
SHARE OF AUDIENCE %					32		33		35		32		32	31 *		32 *
AVG. AUD. BY ¼ HR. %					17.2	20.3	19.9	21.2	22.1	21.7	18.9	19.7	18.2	18.4	18.4	16.9

CBS TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					24,370 29.9											
Program					SALEM'S LOT (R)(OP)											
AVERAGE AUDIENCE (Households (000) & %)					13,770 16.9	14.3*		17.3*		17.6*		17.3*		17.4*		17.2*
SHARE OF AUDIENCE %					28	24 *		28 *		28 *		28 *		30 *		31 *
AVG. AUD. BY ¼ HR. %					13.8	14.8	16.9	17.7	18.0	17.3	17.3	17.2	17.3	17.6	17.6	16.9

NBC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					13,200 16.2				14,830 18.2							
Program					PROJECT PEACOCK (OP)				NBC TUESDAY NIGHT MOVIE OH, GOD (R)(OP)							
AVERAGE AUDIENCE (Households (000) & %)					7,170 8.8	9.5*		8.1*	8,310 10.2	8.4*		9.7*		10.8*		11.8*
SHARE OF AUDIENCE %					15	16 *		13 *	17	13 *		16 *		18 *		21 *
AVG. AUD. BY ¼ HR. %					10.5	8.5	8.2	8.0	8.1	8.6	9.6	9.8	10.6	11.0	11.3	12.3

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	51.3	53.3	53.4	55.5	56.3	58.7	58.4	59.9	61.2	61.0	60.8	60.9	58.7	56.9	55.9	54.6
WK. 2	51.8	53.5	53.9	56.8	57.6	59.5	60.7	62.0	62.8	62.1	60.9	61.1	59.7	58.2	56.2	54.2

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.TUE. SEPT.22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEPT.16, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					18,660 22.9				14,260 17.5				12,710 15.6			
Program					GREATEST AMERICAN HERO (R)				VEGA$ (R)(OP)				DYNASTY (R)			
AVERAGE AUDIENCE (Households (000) & %)					13,690 16.8	16.3*		17.4*	11,000 13.5	13.6*		13.4*	9,450 11.6	11.0*		12.3*
SHARE OF AUDIENCE %					29	29 *		30 *	22	22 *		22 *	21	20 *		23 *
AVG. AUD. BY ¼ HR. %					15.5	17.0	17.6	17.2	14.0	13.3	13.6	13.2	10.9	11.0	11.8	12.8
CBS TV TOTAL AUDIENCE (Households (000) & %)					19,800 24.3											
Program					ALL QUIET-WESTERN FRONT (R)(OP)											
AVERAGE AUDIENCE (Households (000) & %)					9,050 11.1	9.2*		10.1*		12.4*		11.8*		12.0*		11.4*
SHARE OF AUDIENCE %					19	16 *		17 *		20 *		20 *		21 *		21 *
AVG. AUD. BY ¼ HR. %					9.5	8.8	9.7	10.5	12.3	12.5	11.7	11.9	12.2	11.9	11.5	11.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					18,500 22.7				22,330 27.4				19,230 23.6			
Program					REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)(OP)				QUINCY, M.E. (R)			
AVERAGE AUDIENCE (Households (000) & %)					13,940 17.1	16.3*		17.9*	17,030 20.9	20.5*		21.4*	15,320 18.8	19.2*		18.4*
SHARE OF AUDIENCE %					30	29 *		30 *	34	34 *		35 *	34	34 *		34 *
AVG. AUD. BY ¼ HR. %					15.4	17.2	17.4	18.4	19.6	21.3	21.4	21.3	19.4	19.0	18.6	18.3

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					23,800 29.2								16,060 19.7			
Program					GREATEST AMERICAN HERO (R)(OP)								DYNASTY (R)			
AVERAGE AUDIENCE (Households (000) & %)					14,260 17.5	15.7*		17.3*		18.7*		18.3*	13,200 16.2	16.0*		16.3*
SHARE OF AUDIENCE %					28	26 *		28 *		29 *		29 *	29	27 *		30 *
AVG. AUD. BY ¼ HR. %					15.3	16.0	16.5	18.1	19.0	18.3	19.0	17.6	15.7	16.3	16.6	16.1
CBS TV TOTAL AUDIENCE (Households (000) & %)					22,490 27.6											
Program					HAYWIRE (R)(OP)											
AVERAGE AUDIENCE (Households (000) & %)					11,980 14.7	12.7*		13.2*		14.3*		16.6*		16.6*		14.7*
SHARE OF AUDIENCE %					24	21 *		21 *		22 *		26 *		28 *		27 *
AVG. AUD. BY ¼ HR. %					13.1	12.3	12.9	13.4	13.8	14.8	16.1	17.1	17.0	16.2	15.1	14.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					21,270 26.1						17,280 21.2					
Program					REAL PEOPLE (R)(OP)						NBC NEWS:AMER. ADVENTURE (SUS-OP)					
AVERAGE AUDIENCE (Households (000) & %)					13,610 16.7	16.1*		17.7*		16.4*	9,700 11.9	12.1*		11.5*		12.2*
SHARE OF AUDIENCE %					27	27 *		28 *		25 *	20	19 *		19 *		23 *
AVG. AUD. BY ¼ HR. %					15.5	16.7	18.0	17.3	16.8	16.1	12.5	11.7	11.8	11.3	12.4	12.0

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	52.6	53.6	53.0	54.4	55.7	56.9	58.3	59.5	60.3	61.8	60.9	60.0	56.7	55.0	53.7	53.1
	WK. 2	51.5	52.4	52.7	56.0	59.1	60.0	61.6	63.2	64.2	65.0	64.6	63.3	60.3	58.0	55.1	53.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.WED. SEPT.23, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES — EVE.THU. SEPT.17, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					19,640		29,750									
TOTAL AUDIENCE (%)					24.1		36.5									
Program					BEST OF THE WEST		NFL FOOTBALL SPECIAL PHILADELPHIA VS BUFFALO (8:30-11:40PM)(→OP)(OP) (SUSTAINING 11:40-11:47PM)									
AVERAGE AUDIENCE (Households (000))					15,810		16,460									
AVERAGE AUDIENCE (%)					19.4		20.2	16.1*		21.6*		22.1*		21.3*		21.2*
SHARE OF AUDIENCE %					33		35	28 *		35 *		36 *		36 *		37 *
AVG. AUD. BY ¼ HR. %					18.9	20.0	15.0	17.2	21.1	22.1	21.9	22.4	21.4	21.3	21.7	20.8
CBS TV TOTAL AUDIENCE (Households (000))					20,700				15,000				14,020			
TOTAL AUDIENCE (%)					25.4				18.4				17.2			
Program					MAGNUM, P.I. (R)(OP)				NURSE (R)				KNOTS LANDING (R)			
AVERAGE AUDIENCE (Households (000))					13,370				11,410				10,110			
AVERAGE AUDIENCE (%)					16.4	14.8*		18.1*	14.0	13.8*		14.2*	12.4	12.5*		12.3*
SHARE OF AUDIENCE %					27	25 *		30 *	22	22 *		23 *	22	21 *		22 *
AVG. AUD. BY ¼ HR. %					14.2	15.3	17.9	18.3	13.9	13.7	14.2	14.2	12.9	12.2	12.3	12.3
NBC TV TOTAL AUDIENCE (Households (000))					14,340				18,340							
TOTAL AUDIENCE (%)					17.6				22.5							
Program					GAMES PEOPLE PLAY (R)(OP)				NBC THURSDAY NIGHT MOVIES JENNIFER: A WOMAN'S STORY(R)(SUS-OP)							
AVERAGE AUDIENCE (Households (000))					8,560				12,390							
AVERAGE AUDIENCE (%)					10.5	9.7*		11.2*	15.2	14.0*		15.5*		15.8*		15.5*
SHARE OF AUDIENCE %					18	17 *		18 *	25	22 *		25 *		27 *		28 *
AVG. AUD. BY ¼ HR. %					9.7	9.7	10.9	11.5	13.3	14.6	15.6	15.3	15.8	15.8	15.6	15.4

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					15,730		15,650				15,730		18,500			
TOTAL AUDIENCE (%)					19.3		19.2				19.3		22.7			
Program					MORK & MINDY (R)		BEST OF THE WEST		REAGAN ADDRESS-ABC (SUS)		TAXI (R)(OP)		20/20			
AVERAGE AUDIENCE (Households (000))					13,280		14,100				13,690		13,120			
AVERAGE AUDIENCE (%)					16.3		17.3				16.8		16.1	15.5*		16.7*
SHARE OF AUDIENCE %					29		29				27		28	26 *		31 *
AVG. AUD. BY ¼ HR. %					15.3	17.2	17.2	17.5			16.1	17.5	15.3	15.6	17.2	16.1
CBS TV TOTAL AUDIENCE (Households (000))					19,150						15,490				13,940	
TOTAL AUDIENCE (%)					23.5						19.0				17.1	
Program					MAGNUM, P.I. (R)(OP)				REAGAN ADDRESS-CBS (9:00-9:33PM) (SUS)		NURSE (R)(→OP) (9:33-10:33PM)				KNOTS LANDING (R)(OP)(→OP) (10:33-11:33PM)	
AVERAGE AUDIENCE (Households (000))					14,430						11,740				9,860	
AVERAGE AUDIENCE (%)					17.7	16.2*		19.2*			14.4	13.2*		15.6*	12.1	12.4*
SHARE OF AUDIENCE %					30	29 *		32 *			24	22 *		26 *	25	23 *
AVG. AUD. BY ¼ HR. %					15.3	17.0	18.7	19.8			13.1	13.2	15.1	16.0	12.3	12.5
NBC TV TOTAL AUDIENCE (Households (000))					11,080						20,460					
TOTAL AUDIENCE (%)					13.6						25.1					
Program					GAMES PEOPLE PLAY (R)(OP)				REAGAN ADDRESS-NBC (9:00-9:33PM) (SUS)		LOVE LETTER TO JACK BENNY (R)(OP)(→OP) (9:33-11:33PM)					
AVERAGE AUDIENCE (Households (000))					6,680						11,570					
AVERAGE AUDIENCE (%)					8.2	8.4*		8.0*			14.2	13.5*		14.9*		14.7*
SHARE OF AUDIENCE %					14	15 *		13 *			26	22 *		25 *		27 *
AVG. AUD. BY ¼ HR. %					8.8	7.9	7.6	8.4			13.2	13.7	14.8	15.0	15.0	14.4

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	52.3	54.0	54.3	55.7	57.2	59.1	60.0	62.4	62.9	63.4	63.3	62.1	59.4	58.0	56.9	55.1
WK. 2	52.1	52.1	52.3	54.1	55.9	57.8	59.4	61.2	61.5	62.6	61.2	60.6	58.9	57.5	54.3	51.2

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.THU. SEPT.24, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. SEPT. 18, 1981

WEEK 1

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)						13,450 16.5		13,200 16.2		16,540 20.3							
	Program						BENSON (R)		IT'S A LIVING (R)(OP)		← ABC FRIDAY NIGHT MOVIE FLY AWAY HOME →							
	AVERAGE AUDIENCE (Households (000) & %)						11,250 13.8		11,900 14.6		9,370 11.5	11.3*		11.6*		11.6*		11.6*
	SHARE OF AUDIENCE	%					27		26		21	20 *		21 *		21 *		22 *
	AVG. AUD. BY ¼ HR.	%					13.1	14.6	14.0	15.2	12.0	10.7	11.6	11.6	11.7	11.5	11.6	11.5
CBS TV	TOTAL AUDIENCE (Households (000) & %)						16,630 20.4				21,270 26.1				18,340 22.5			
	Program						← INCREDIBLE HULK (R)(OP) →				← DUKES OF HAZZARD (R) →				← DALLAS (R) →			
	AVERAGE AUDIENCE (Households (000) & %)						12,550 15.4	13.7*		17.0*	17,520 21.5	21.3*		21.8*	15,080 18.5	18.5*		18.5*
	SHARE OF AUDIENCE	%					28	26 *		30 *	38	38 *		39 *	35	34 *		35 *
	AVG. AUD. BY ¼ HR.	%					12.7	14.7	16.5	17.5	20.9	21.7	22.0	21.6	18.2	18.8	18.6	18.4
NBC TV	TOTAL AUDIENCE (Households (000) & %)						12,960 15.9				15,970 19.6							
	Program						← NBC MAGAZINE (OP) →				← NBC FRIDAY NIGHT MOVIE EMBRYO(OP) →							
	AVERAGE AUDIENCE (Households (000) & %)						8,970 11.0	10.7*		11.4*	9,130 11.2	10.0*		10.4*		12.4*		12.0*
	SHARE OF AUDIENCE	%					20	21 *		20 *	20	18 *		18 *		23 *		23 *
	AVG. AUD. BY ¼ HR.	%					10.8	10.5	11.1	11.6	9.8	10.2	10.4	10.4	12.7	12.1	11.9	12.1

WEEK 2

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)						15,570 19.1		13,940 17.1		16,540 20.3							
	Program						BENSON (R)		IT'S A LIVING (R)(OP)		← ABC FRIDAY NIGHT MOVIE GOLDEN GATE →							
	AVERAGE AUDIENCE (Households (000) & %)						13,120 16.1		12,230 15.0		10,270 12.6	11.9*		12.0*		13.2*		13.4*
	SHARE OF AUDIENCE	%					29		26		23	21 *		21 *		24 *		25 *
	AVG. AUD. BY ¼ HR.	%					15.3	16.9	15.0	15.0	11.8	11.9	12.1	11.9	13.0	13.5	13.6	13.3
CBS TV	TOTAL AUDIENCE (Households (000) & %)						16,790 20.6				20,210 24.8				17,600 21.6			
	Program						← INCREDIBLE HULK (R)(OP) →				← DUKES OF HAZZARD (R) →				← DALLAS (R) →			
	AVERAGE AUDIENCE (Households (000) & %)						12,310 15.1	13.9*		16.2*	16,460 20.2	18.6*		21.7*	13,940 17.1	16.9*		17.4*
	SHARE OF AUDIENCE	%					26	25 *		28 *	35	33 *		38 *	32	31 *		33 *
	AVG. AUD. BY ¼ HR.	%					13.2	14.6	15.9	16.5	17.7	19.6	21.2	22.1	16.7	17.1	17.3	17.5
NBC TV	TOTAL AUDIENCE (Households (000) & %)						12,960 15.9				15,490 19.0							
	Program						← NBC MAGAZINE (OP) →				← NBC FRIDAY NIGHT MOVIE BETTER LATE THAN NEVER(R) (SUS-OP) →							
	AVERAGE AUDIENCE (Households (000) & %)						8,560 10.5	10.2*		10.8*	9,130 11.2	10.4*		10.2*		11.6*		12.7*
	SHARE OF AUDIENCE	%					18	18 *		19 *	20	18 *		18 *		21 *		24 *
	AVG. AUD. BY ¼ HR.	%					10.7	9.8	11.1	10.5	10.7	10.1	10.0	10.4	11.3	11.9	12.6	12.7

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	48.4	49.1	48.6	48.8	50.2	53.2	55.8	57.7	56.4	56.1	56.9	55.7	54.6	54.2	53.1	52.3
	WK. 2	47.6	49.3	50.4	52.4	55.0	56.9	57.5	58.4	57.1	57.1	57.3	57.5	55.0	53.9	53.4	52.2

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE. FRI. SEPT. 25, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEPT.19, 1981 — WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					13,200 16.2				20,540 25.2				15,730 19.3			
ABC TV program					240-ROBERT (R)(OP)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
AVERAGE AUDIENCE (Households (000) & %)					9,940 12.2	11.3*		13.0*	16,060 19.7	18.6*		20.7*	12,550 15.4	15.8*		15.1*
SHARE OF AUDIENCE %					24	23 *		25 *	36	34 *		38 *	30	30 *		29 *
AVG. AUD. BY ¼ HR. %					10.5	12.1	12.6	13.5	17.3	19.9	20.5	21.0	16.0	15.6	15.1	15.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					13,530 16.6				21,270 26.1							
CBS TV program					ENOS (R)(OP)				CBS SAT. NIGHT MOVIE THE SHOOTIST(R)							
AVERAGE AUDIENCE (Households (000) & %)					9,860 12.1	10.9*		13.3*	14,260 17.5	16.0*		17.1*		18.1*		18.8*
SHARE OF AUDIENCE %					24	22 *		25 *	33	29 *		31 *		34 *		37 *
AVG. AUD. BY ¼ HR. %					10.5	11.4	12.9	13.6	15.6	16.5	16.9	17.3	18.0	18.2	18.9	18.7
NBC TV TOTAL AUDIENCE (Households (000) & %)					14,670 18.0				10,600 13.0				11,170 13.7			
NBC TV program					BARBARA MANDRELL (R)(OP)				MARIE (SUS-OP)				ANSON 'N' LORRIE			
AVERAGE AUDIENCE (Households (000) & %)					10,430 12.8	12.6*		13.0*	7,340 9.0	10.0*		8.0*	7,990 9.8	10.1*		9.4*
SHARE OF AUDIENCE %					25	25 *		25 *	16	18 *		15 *	19	19 *		18 *
AVG. AUD. BY ¼ HR. %					12.6	12.6	13.0	13.0	10.6	9.3	8.2	7.7	10.3	9.8	9.6	9.2

EVE.SAT. SEPT.26, 1981 — WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						20,780 25.5										
ABC TV program	NCAA FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (5:00-8:19PM)(→OP)					LOVE BOAT (R)(OP) (8:19-10:00PM)										
AVERAGE AUDIENCE (Households (000) & %)		14.9*		16.1*		12,390 15.2		11.5*		17.6*		18.5*				
SHARE OF AUDIENCE %		31 *		32 *		27		20 *		31 *		33 *				
AVG. AUD. BY ¼ HR. %	15.0	14.8	15.6	16.6	17.7	9.8	10.7	12.3	17.0	18.3	18.9	18.1				
CBS TV TOTAL AUDIENCE (Households (000) & %)					21,030 25.8				19,720 24.2							
CBS TV program					WALT DISNEY THE LOVE BUG, PART 1(OP)				CBS SAT. NIGHT MOVIE MATILDA						BUDGET CUTS-OTHER VIEWS (SUS)	
AVERAGE AUDIENCE (Households (000) & %)					15,730 19.3	18.1*		20.6*	11,820 14.5	15.3*		13.6*		14.7*		
SHARE OF AUDIENCE %					34	32 *		36 *	26	27 *		25 *		28 *		
AVG. AUD. BY ¼ HR. %					16.5	19.7	20.8	20.3	15.9	14.7	14.1	13.2	14.2	15.2		
NBC TV TOTAL AUDIENCE (Households (000) & %)					14,590 17.9				11,570 14.2				10,350 12.7			
NBC TV program					BARBARA MANDRELL (R)(OP)				MARIE (OP)				WACKED OUT		PRES BUDGET CUT-VIEWS (SUS)	
AVERAGE AUDIENCE (Households (000) & %)					10,430 12.8	12.5*		13.1*	7,820 9.6	10.1*		9.2*	8,070 9.9			
SHARE OF AUDIENCE %					23	22 *		23 *	17	18 *		17 *	19			
AVG. AUD. BY ¼ HR. %					11.6	13.4	13.4	12.8	10.6	9.6	9.0	9.4	10.3	9.5		

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	45.9	47.3	48.4	50.1	49.4	50.5	51.9	53.1	54.2	55.4	55.3	54.8	53.2	52.2	52.0	51.1
WK. 2	49.2	49.8	50.9	53.3	55.9	56.1	56.8	57.2	57.3	56.6	55.8	54.9	53.4	52.8	49.8	48.4

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES — EVE.SAT. SEPT.19, 1981

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	{	5,870 7.2															
		ABC WEEKEND REPORT-SAT.															
AVERAGE AUDIENCE (Households (000) & %)	{	5,380 6.6															
SHARE OF AUDIENCE	%	15															
AVG. AUD. BY ¼ HR.	%	6.6															
CBS TV TOTAL AUDIENCE (Households (000) & %)	{																
AVERAGE AUDIENCE (Households (000) & %)	{																
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
NBC TV TOTAL AUDIENCE (Households (000) & %)	{			11,570 14.2													
				THINGS WE DID LAST SUMMER (11:30-12:47AM) (SUSTAINING 12:47-1:00AM)													
AVERAGE AUDIENCE (Households (000) & %)	{			5,870 7.2	8.4*		6.9*										
SHARE OF AUDIENCE	%			22	23 *		22 *										
AVG. AUD. BY ¼ HR.	%			9.1	7.8	7.1	6.6	5.8	5.2								

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	{	4,320 5.3															
		ABC WEEKEND REPORT-SAT.															
AVERAGE AUDIENCE (Households (000) & %)	{	4,400 5.4															
SHARE OF AUDIENCE	%	12															
AVG. AUD. BY ¼ HR.	%	5.4															
CBS TV TOTAL AUDIENCE (Households (000) & %)	{																
AVERAGE AUDIENCE (Households (000) & %)	{																
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
NBC TV TOTAL AUDIENCE (Households (000) & %)	{			11,740 14.4													
				SATURDAY NIGHT (11:30-12:52AM) (SUSTAINING 12:52-1:00AM)													
AVERAGE AUDIENCE (Households (000) & %)	{			6,600 8.1	8.4*		8.6*		7.0*								
SHARE OF AUDIENCE	%			25	23 *		27 *		26 *								
AVG. AUD. BY ¼ HR.	%			8.4	8.3	8.8	8.3	7.2	6.5								

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	46.4	42.7	37.7	35.0	32.5	30.3	27.8	25.4	22.0	19.9	16.9	14.6	13.0	11.5	9.6	8.8
	WK. 2	46.4	44.0	38.9	35.2	33.1	30.3	27.9	26.2	22.6	19.3	17.0	15.2	13.2	12.0	10.7	9.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.SAT. SEPT.26, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEPT.20, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	15,970 19.6				26,000 31.9						21,110 25.9					
ABC TV program	THEATER/YOUNG AMERICANS PLEASE DON'T HIT ME, MOM(OP)				CODE RED (OP)						ABC SUNDAY NIGHT MOVIE OUR FAMILY BUSINESS(OP)					
AVERAGE AUDIENCE (Households (000) & %)	11,410 14.0	12.2*		15.8*	17,360 21.3	17.8*		22.5*		23.7*	14,340 17.6	19.4*		17.8*		15.7*
SHARE OF AUDIENCE %	26	23 *		28 *	35	30 *		37 *		39 *	31	32 *		31 *		29 *
AVG. AUD. BY ¼ HR. %	10.6	13.7	15.0	16.6	16.6	18.9	21.8	23.3	23.7	23.6	20.0	18.7	18.0	17.6	16.0	15.4
CBS TV TOTAL AUDIENCE (Households (000) & %)			25,020 30.7				17,030 20.9		18,090 22.2		19,150 23.5		17,360 21.3		16,460 20.2	
CBS TV program	(1) (→OP)		60 MINUTES (R)(OP)(→OP) (7:35-8:35PM)				ARCHIE BUNKER'S PLACE (R)(OP)(→OP) (8:35-9:05PM)		ONE DAY AT A TIME (R)(OP)(→OP) (9:05-9:35PM)		ALICE (R)(OP)(→OP) (9:35-10:05PM)		JEFFERSONS (R)(OP)(→OP) (10:05-10:35PM)		TRAPPER JOHN, M.D. (R)(OP) (10:35-11:35PM)	
AVERAGE AUDIENCE (Households (000) & %)		16.5*	17,600 21.6	20.7*		22.5*	14,260 17.5		15,320 18.8		16,870 20.7		15,810 19.4		11,980 14.7	15.1*
SHARE OF AUDIENCE %		33 *	37	37 *		38 *	29		30		34		33		30	28 *
AVG. AUD. BY ¼ HR. %	16.7	16.4	20.5	20.8	22.4	22.5	16.6	17.5	17.7	19.0	19.7	21.1	19.4	19.5	15.4	14.8
NBC TV TOTAL AUDIENCE (Households (000) & %)	12,880 15.8				16,140 19.8				19,800 24.3							
NBC TV program	HERE'S BOOMER (R)				GET HIGH ON YOURSELF (OP)				BIG EVENT COACH OF THE YEAR(R)(OP)							
AVERAGE AUDIENCE (Households (000) & %)	9,130 11.2	10.0*		12.3*	10,110 12.4	12.3*		12.4*	12,630 15.5	11.7*		15.1*		17.2*		18.1*
SHARE OF AUDIENCE %	20	19 *		22 *	21	21 *		20 *	27	19 *		25 *		30 *		34 *
AVG. AUD. BY ¼ HR. %	9.7	10.3	11.8	12.9	12.4	12.1	12.8	12.1	11.3	12.1	14.5	15.6	16.9	17.6	18.4	17.8

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	12,470 15.3				20,130 24.7									7,820 9.6		
ABC TV program	THEATER/YOUNG AMERICANS STONED(R)(OP)				ABC SUNDAY NIGHT MOVIE INVASION OF THE BODY SNATCHERS(R) (8:00-10:25PM)(OP)(→OP)									IT'S A LIVING SPECIAL (10:25-10:55PM) (OP)(SUS-OP)		
AVERAGE AUDIENCE (Households (000) & %)	7,820 9.6	8.2*		11.0*	11,080 13.6	13.1*		14.5*		14.4*		13.3*		7,010 8.6		
SHARE OF AUDIENCE %	17	15 *		19 *	21	21 *		22 *		22 *		20 *		15		
AVG. AUD. BY ¼ HR. %	7.6	8.8	10.3	11.7	12.8	13.4	14.0	15.0	14.9	13.8	13.4	13.2	13.3	8.7	8.6	8.4
CBS TV TOTAL AUDIENCE (Households (000) & %)		24,450 30.0				13,200 16.2		14,100 17.3		14,100 17.3		15,570 19.1		17,440 21.4		
CBS TV program	(2) (→OP)		60 MINUTES (R)(OP)(→OP) (7:23-8:23PM)			ARCHIE BUNKER'S PLACE (R)(OP)(→OP) (8:23-8:53PM)		ONE DAY AT A TIME (R)(OP)(→OP) (8:53-9:23PM)		ALICE (R)(OP)(→OP) (9:23-9:53PM)		JEFFERSONS (R)(OP)(→OP) (9:53-10:23PM)		TRAPPER JOHN, M.D. (R)(OP) (10:23-11:23PM)		
AVERAGE AUDIENCE (Households (000) & %)		16,790 20.6		21.3*		11,650 14.3		11,650 14.3		12,800 15.7		13,120 16.1		12,710 15.6		15.7*
SHARE OF AUDIENCE %		35		37 *		22		21		23		25		29		27 *
AVG. AUD. BY ¼ HR. %	16.4	21.1	21.5	21.1	20.5	13.8	14.3	12.0	14.9	14.5	16.0	14.5	16.3	16.1	15.9	15.5
NBC TV TOTAL AUDIENCE (Households (000) & %)	16,220 19.9				26,080 32.0				33,170 40.7							
NBC TV program	CHIPS (R)				BOB HOPE COMEDY SPECIAL (OP)				J. CARSON ANNIVERSARY SP. (SUS-OP)							
AVERAGE AUDIENCE (Households (000) & %)	10,600 13.0	10.9*		15.0*	18,420 22.6	20.2*		25.0*	22,820 28.0	26.1*		28.3*		28.7*		28.9*
SHARE OF AUDIENCE %	23	20 *		26 *	35	32 *		38 *	44	39 *		42 *		46 *		52 *
AVG. AUD. BY ¼ HR. %	9.5	12.3	14.2	15.8	18.2	22.3	24.5	25.6	25.5	26.8	27.3	29.3	28.7	28.7	29.5	28.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	52.5	54.7	55.0	56.7	58.4	60.4	60.9	61.5	61.1	61.7	60.6	59.7	59.0	57.5	54.5	52.6
WK. 2	53.0	54.7	56.5	58.8	61.7	63.4	65.1	66.4	66.1	66.1	66.5	66.9	64.6	61.3	57.4	54.8

U.S. TV Households: 81,500,000

(1)CBS NFL FTBL GM 2,VARIOUS TEAMS AND TIMES,CBS,MULTI-SEGMENT TELECAST

(2)CBS NFL FTBL GM 2,VARIOUS TEAMS AND TIMES,CBS,MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SUN. SEPT.27, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEPT.20, 1981

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		3,990 4.9															
ABC TV program		ABC WEEKEND REPORT-SUN.															
AVERAGE AUDIENCE (Households (000) & %)		3,750 4.6															
SHARE OF AUDIENCE	%	10															
AVG. AUD. BY ¼ HR.	%	4.6															
CBS TV TOTAL AUDIENCE (Households (000) & %)				3,420 4.2													
CBS TV programs		TRAPPER JOHN, M.D. (R)(→OP) (10:35-11:35PM)		CBS SUNDAY NEWS-OSGOOD (11:35-11:50PM) (OP)													
AVERAGE AUDIENCE (Households (000) & %)			14.8*	3,420 4.2													
SHARE OF AUDIENCE	%		32 *	13													
AVG. AUD. BY ¼ HR.	%	15.3	14.3	4.4	3.8												
NBC TV TOTAL AUDIENCE (Households (000) & %)				1,710 2.1													
NBC TV program				NBC LATE NIGHT MOVIE GREATEST HEROES OF THE BIBLE(R) (11:30-12:13AM) (SUSTAINING 12:13-1:30AM)													
AVERAGE AUDIENCE (Households (000) & %)				1,140 1.4	1.4*												
SHARE OF AUDIENCE	%			5	4 *												
AVG. AUD. BY ¼ HR.	%			1.3	1.4	1.6											

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		3,180 3.9															
ABC TV program		ABC WEEKEND REPORT-SUN.															
AVERAGE AUDIENCE (Households (000) & %)		3,020 3.7															
SHARE OF AUDIENCE	%	8															
AVG. AUD. BY ¼ HR.	%	3.7															
CBS TV TOTAL AUDIENCE (Households (000) & %)			4,480 5.5														
CBS TV programs		TRAPPER JOHN, M.D. (R)(→OP) (10:23-11:23PM)	CBS SUNDAY NEWS-OSGOOD (11:23-11:38PM) (OP)														
AVERAGE AUDIENCE (Households (000) & %)			4,160 5.1														
SHARE OF AUDIENCE	%		13														
AVG. AUD. BY ¼ HR.	%	17.1	5.3	4.9													
NBC TV TOTAL AUDIENCE (Households (000) & %)				2,850 3.5													
NBC TV program				← NBC LATE NIGHT MOVIE → ST. IVES(R) (11:30-12:40AM) (SUSTAINING 12:40-1:00AM)													
AVERAGE AUDIENCE (Households (000) & %)				1,470 1.8	2.2*		1.5*										
SHARE OF AUDIENCE	%			7	7 *		6 *										
AVG. AUD. BY ¼ HR.	%			2.3	2.1	1.5	1.6	1.6									

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	45.1	41.2	33.8	29.5	25.2	22.3	19.6	17.3	15.0	13.3	11.0	8.8	7.2	6.2	5.0	4.5
	WK. 2	48.6	41.8	34.2	29.6	25.4	21.9	19.6	17.1	14.4	12.6	10.6	8.8	6.9	5.5	4.4	3.9

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.–FRI. SEPT. 14–18, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))			4,890				5,050									
TOTAL AUDIENCE (%)			6.0				6.2									
Program	← GOOD MORNING, (CO-OP)		AMERICA-730 → (PARTICIPATING)		← GOOD MORNING, (CO-OP)		AMERICA-830 → (PARTICIPATING)									
AVERAGE AUDIENCE (Households (000))			3,750				4,160									
AVERAGE AUDIENCE (%)			4.6				5.1									
SHARE OF AUDIENCE %			29				29									
AVG. AUD. BY ¼ HR. %			4.5	4.7			5.1	5.2								
CBS TV TOTAL AUDIENCE (Households (000))	3,260				2,930								4,400		4,970	
TOTAL AUDIENCE (%)	4.0				3.6								5.4		6.1	
Program	← MORNING-CHARLES KURALT →				← CAPTAIN KANGAROO →								JEFFERSONS M-F		ALICE-M-F	
AVERAGE AUDIENCE (Households (000))	1,870				1,790								3,590		4,240	
AVERAGE AUDIENCE (%)	2.3	2.0*		2.7*	2.2	2.1*		2.3*					4.4		5.2	
SHARE OF AUDIENCE %	17	17 *		17 *	13	13 *		13 *					25		29	
AVG. AUD. BY ¼ HR. %	1.8	2.3	2.6	2.8	2.0	2.2	2.2	2.3					4.1	4.8	5.1	5.3
NBC TV TOTAL AUDIENCE (Households (000))			4,400				4,650						2,040		2,610	
TOTAL AUDIENCE (%)			5.4				5.7						2.5		3.2	
Program	← TODAY SHOW-7.30AM → (CO-OP)		(PARTICIPATING)		← TODAY SHOW-8.30AM → (CO-OP)		(PARTICIPATING)						LAS VEGAS GAMBIT		BLOCKBUSTERS	
AVERAGE AUDIENCE (Households (000))			3,260				3,910						1,710		2,200	
AVERAGE AUDIENCE (%)			4.0				4.8						2.1		2.7	
SHARE OF AUDIENCE %			25				27						12		15	
AVG. AUD. BY ¼ HR. %			3.8	4.2			4.7	4.8					2.0	2.2	2.6	2.9

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))			4,970				5,300									
TOTAL AUDIENCE (%)			6.1				6.5									
Program	← GOOD MORNING, (CO-OP)		AMERICA-730 → (PARTICIPATING)		← GOOD MORNING, (CO-OP)		AMERICA-830 → (PARTICIPATING)									
AVERAGE AUDIENCE (Households (000))			3,990				4,400									
AVERAGE AUDIENCE (%)			4.9				5.4									
SHARE OF AUDIENCE %			29				29									
AVG. AUD. BY ¼ HR. %			4.8	5.0			5.4	5.5								
CBS TV TOTAL AUDIENCE (Households (000))	3,180				3,180								4,320		4,970	
TOTAL AUDIENCE (%)	3.9				3.9								5.3		6.1	
Program	← MORNING-CHARLES KURALT →				← CAPTAIN KANGAROO →								JEFFERSONS M-F		ALICE-M-F	
AVERAGE AUDIENCE (Households (000))	1,870				1,960								3,500		4,240	
AVERAGE AUDIENCE (%)	2.3	2.0*		2.6*	2.4	2.2*		2.5*					4.3		5.2	
SHARE OF AUDIENCE %	16	16 *		16 *	13	12 *		13 *					24		29	
AVG. AUD. BY ¼ HR. %	1.8	2.2	2.5	2.6	2.0	2.3	2.4	2.6					4.0	4.7	5.1	5.3
NBC TV TOTAL AUDIENCE (Households (000))			4,730				5,380						2,530		3,100	
TOTAL AUDIENCE (%)			5.8				6.6						3.1		3.8	
Program	← TODAY SHOW-7.30AM → (CO-OP)		(PARTICIPATING)		← TODAY SHOW-8.30AM → (CO-OP)		(PARTICIPATING)						LAS VEGAS GAMBIT		BLOCKBUSTERS	
AVERAGE AUDIENCE (Households (000))			3,750				4,320						2,120		2,610	
AVERAGE AUDIENCE (%)			4.6				5.3						2.6		3.2	
SHARE OF AUDIENCE %			28				28						14		18	
AVG. AUD. BY ¼ HR. %			4.3	4.9			5.4	5.3					2.6	2.7	3.1	3.2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	8.2	10.3	12.4	13.8	15.1	16.2	16.9	17.5	16.9	17.5	17.7	18.0	17.3	17.7	17.6	18.3
WK. 2	8.4	11.1	13.7	15.3	16.5	17.7	18.4	18.5	18.2	18.7	18.9	19.1	18.1	18.2	18.0	17.9

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.–FRI. SEPT. 21–25, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.–FRI. SEPT. 14–18, 1981

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000))	6,760				5,870		6,440		9,700				9,370			
TOTAL AUDIENCE (%)	8.3				7.2		7.9		11.9				11.5			
Program	← LOVE BOAT DAYTIME →				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		← ALL MY CHILDREN (OP) →				← ONE LIFE TO LIVE (SUS-OP) →			
AVERAGE AUDIENCE (Households (000))	4,890				4,890		5,380		7,500				7,500			
AVERAGE AUDIENCE (%)	6.0	5.7*		6.3*	6.0		6.6		9.2	9.0*		9.5*	9.2	9.1*		9.3*
SHARE OF AUDIENCE %	31	30 *		32 *	27		28		36	35 *		37 *	36	36 *		36 *
AVG. AUD. BY ¼ HR. %	5.6	5.9	6.3	6.3	5.7	6.3	6.5	6.8	8.8	9.2	9.4	9.5	9.0	9.1	9.2	9.5
CBS TV																
TOTAL AUDIENCE (Households (000))	4,480		5,540				7,580				6,360				5,300	
TOTAL AUDIENCE (%)	5.5		6.8				9.3				7.8				6.5	
Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				SEARCH FOR TOMORROW	
AVERAGE AUDIENCE (Households (000))	3,830		4,730				5,620				4,730				4,650	
AVERAGE AUDIENCE (%)	4.7		5.8				6.9	6.6*		7.2*	5.8	5.7*		6.0*	5.7	
SHARE OF AUDIENCE %	25		29				30	30 *		30 *	22	22 *		23 *	22	
AVG. AUD. BY ¼ HR. %	4.5	4.9	5.6	5.9			6.4	6.8	7.2	7.3	5.6	5.7	6.0	5.9	5.5	5.8
NBC TV																
TOTAL AUDIENCE (Households (000))	3,750		3,500		2,040		2,930		5,300				4,650			
TOTAL AUDIENCE (%)	4.6		4.3		2.5		3.6		6.5				5.7			
Program	WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		← DAYS OF OUR LIVES →				← ANOTHER WORLD →			
AVERAGE AUDIENCE (Households (000))	3,260		2,930		1,790		2,450		3,750				3,590			
AVERAGE AUDIENCE (%)	4.0		3.6		2.2		3.0		4.6	4.3*		5.0*	4.4	4.4*		4.3*
SHARE OF AUDIENCE %	21		18		10		13		18	17 *		19 *	17	17 *		17 *
AVG. AUD. BY ¼ HR. %	4.0	4.0	3.6	3.5	2.1	2.2	2.8	3.0	4.2	4.4	4.9	5.1	4.5	4.2	4.4	4.2

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000))	6,280				5,790		6,030		9,540				9,780			
TOTAL AUDIENCE (%)	7.7				7.1		7.4		11.7				12.0			
Program	← LOVE BOAT DAYTIME →				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		← ALL MY CHILDREN (OP) →				← ONE LIFE TO LIVE (SUS-OP) →			
AVERAGE AUDIENCE (Households (000))	4,320				4,810		5,130		7,340				7,660			
AVERAGE AUDIENCE (%)	5.3	5.0*		5.6*	5.9		6.3		9.0	8.5*		9.6*	9.4	9.2*		9.7*
SHARE OF AUDIENCE %	28	27 *		28 *	26		26		34	32 *		36 *	35	35 *		37 *
AVG. AUD. BY ¼ HR. %	4.7	5.2	5.5	5.7	5.6	6.1	6.2	6.4	8.2	8.9	9.5	9.7	9.1	9.3	9.5	9.9
CBS TV																
TOTAL AUDIENCE (Households (000))	4,650		5,620				8,070				6,600				5,620	
TOTAL AUDIENCE (%)	5.7		6.9				9.9				8.1				6.9	
Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				SEARCH FOR TOMORROW	
AVERAGE AUDIENCE (Households (000))	3,830		4,890				5,790				4,890				4,890	
AVERAGE AUDIENCE (%)	4.7		6.0				7.1	7.0*		7.2*	6.0	5.9*		6.1*	6.0	
SHARE OF AUDIENCE %	26		30				30	31 *		29 *	23	22 *		23 *	23	
AVG. AUD. BY ¼ HR. %	4.5	4.9	5.8	6.1			6.9	7.1	7.2	7.3	6.0	5.9	6.1	6.1	5.8	6.1
NBC TV																
TOTAL AUDIENCE (Households (000))	4,160		3,420		2,200		3,020		5,710				4,810			
TOTAL AUDIENCE (%)	5.1		4.2		2.7		3.7		7.0				5.9			
Program	WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		← DAYS OF OUR LIVES →				← ANOTHER WORLD →			
AVERAGE AUDIENCE (Households (000))	3,500		3,020		1,870		2,610		4,240				3,670			
AVERAGE AUDIENCE (%)	4.3		3.7		2.3		3.2		5.2	4.9*		5.4*	4.5	4.6*		4.4*
SHARE OF AUDIENCE %	23		19		10		13		20	19 *		20 *	17	17 *		17 *
AVG. AUD. BY ¼ HR. %	4.2	4.4	3.7	3.8	2.2	2.4	3.2	3.3	4.8	5.0	5.3	5.4	4.6	4.6	4.5	4.4

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	18.8	19.6	20.1	21.1	22.4	23.8	23.6	24.8	25.8	26.1	25.8	26.0	25.5	25.5	25.4	26.3
WK 2	18.2	19.1	19.7	20.9	22.4	24.0	24.2	24.9	25.6	26.6	26.6	26.7	26.2	26.3	26.1	27.2

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.–FRI. SEPT. 21–25, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.–FRI. SEPT. 14–18, 1981

Week	Network	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	12,310 15.1				4,890 6.0										11,080 13.6	
		Program	← GENERAL HOSPITAL (SUS-OP) →				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
		AVERAGE AUDIENCE (Households (000) & %)	9,780 12.0	11.4*		12.6*	4,240 5.2										9,540 11.7	
		SHARE OF AUDIENCE %	41	41 *		42 *	18										24	
		AVG. AUD. BY ¼ HR. %	10.9	11.9	12.7	12.6	5.4	5.1									11.4	12.1
	CBS TV	TOTAL AUDIENCE (Households (000) & %)	7,170 8.8				3,910 4.8										10,680 13.1	
		Program	← GUIDING LIGHT (OP) →				ONE DAY AT A TIME-M-F										CBS EVENING NEWS-RATHER	
		AVERAGE AUDIENCE (Households (000) & %)	5,710 7.0	6.7*		7.2*	3,180 3.9										9,290 11.4	
		SHARE OF AUDIENCE %	24	24 *		24 *	13										23	
		AVG. AUD. BY ¼ HR. %	6.5	6.9	7.3	7.1	3.6	4.1									11.5	11.4
	NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,080 5.0														11,000 13.5	
		Program	← TEXAS →														NBC NIGHTLY NEWS	
		AVERAGE AUDIENCE (Households (000) & %)	2,850 3.5	3.5*		3.6*											9,700 11.9	
		SHARE OF AUDIENCE %	12	13 *		12 *											24	
		AVG. AUD. BY ¼ HR. %	3.5	3.5	3.5	3.7											11.6	12.1
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)	12,230 15.0				5,300 6.5										10,190 12.5	
		Program	← GENERAL HOSPITAL (SUS-OP) →				EDGE OF NIGHT				(S)(OP)						ABC WORLD NEWS TONIGHT	
		AVERAGE AUDIENCE (Households (000) & %)	9,860 12.1	11.7*		12.5*	4,650 5.7										8,880 10.9	
		SHARE OF AUDIENCE %	41	41 *		40 *	19										22	
		AVG. AUD. BY ¼ HR. %	11.3	12.1	12.6	12.5	5.9	5.6									10.6	11.1
	CBS TV	TOTAL AUDIENCE (Households (000) & %)	7,500 9.2				3,990 4.9										10,680 13.1	
		Program	← GUIDING LIGHT (OP) →				ONE DAY AT A TIME-M-F										CBS EVENING NEWS-RATHER	
		AVERAGE AUDIENCE (Households (000) & %)	5,950 7.3	7.1*		7.4*	3,340 4.1										9,290 11.4	
		SHARE OF AUDIENCE %	24	25 *		24 *	14										23	
		AVG. AUD. BY ¼ HR. %	7.0	7.2	7.5	7.3	3.9	4.3									11.3	11.5
	NBC TV	TOTAL AUDIENCE (Households (000) & %)	3,910 4.8														10,430 12.8	
		Program	← TEXAS →														NBC NIGHTLY NEWS	
		AVERAGE AUDIENCE (Households (000) & %)	2,850 3.5	3.4*		3.7*											9,050 11.1	
		SHARE OF AUDIENCE %	12	12 *		12 *											22	
		AVG. AUD. BY ¼ HR. %	3.4	3.4	3.6	3.8											10.9	11.3
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	27.4	28.8	30.1	31.1	29.3	30.4	31.8	33.6	35.5	37.3	38.9	41.9	45.9	47.9	48.4	49.6
		WK. 2	28.4	29.9	31.1	31.9	30.2	30.8	32.2	33.8	35.5	37.4	38.7	41.3	44.9	46.9	47.9	49.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.–FRI. SEPT. 21–25, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 19, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					3,750		4,320		4,890		6,850		5,790		6,030	
ABC TV TOTAL AUDIENCE (%)					4.6		5.3		6.0		8.4		7.1		7.4	
ABC TV Program					SUPERFRIENDS (OP)		HEATHCLIFF & MARMADUKE		FONZ AND HAPPY DAYS GANG		SCOOBY DOO CLASSICS		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)	
ABC TV AVERAGE AUDIENCE (Households (000))					2,930		3,260		4,080		5,950		4,810		5,220	
ABC TV AVERAGE AUDIENCE (%)					3.6		4.0		5.0		7.3		5.9		6.4	
ABC TV SHARE OF AUDIENCE %					25		22		24		32		28		29	
ABC TV AVG. AUD. BY ¼ HR. %					3.4	3.8	3.6	4.3	4.5	5.6	7.1	7.5	5.6	6.2	6.7	6.2
CBS TV TOTAL AUDIENCE (Households (000))					3,590		3,990		4,730		6,680		7,990		7,010	
CBS TV TOTAL AUDIENCE (%)					4.4		4.9		5.8		8.2		9.8		8.6	
CBS TV Program					KWICKY KOALA SHOW (OP)		TROLLKINS (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3		POPEYE/OLIVE COMEDY SHOW (OP)	
CBS TV AVERAGE AUDIENCE (Households (000))					2,770		3,020		3,670		5,460		6,360		5,790	
CBS TV AVERAGE AUDIENCE (%)					3.4		3.7		4.5		6.7		7.8		7.1	
CBS TV SHARE OF AUDIENCE %					26		21		21		30		33		30	
CBS TV AVG. AUD. BY ¼ HR. %					2.9	3.9	3.9	3.5	4.0	4.9	6.4	7.0	7.7	7.9	7.0	7.3
NBC TV TOTAL AUDIENCE (Households (000))					2,450		5,790		7,500		5,540		5,710		4,160	
NBC TV TOTAL AUDIENCE (%)					3.0		7.1		9.2		6.8		7.0		5.1	
NBC TV Program			FLINTSTONE'S COMEDY SHW 1 (SUS)		FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I		SMURFS II (OP)		KID SUPER POWER I		KID SUPER POWER II (OP)		SPACE STARS I	
NBC TV AVERAGE AUDIENCE (Households (000))					1,960		4,560		6,520		4,730		4,480		3,670	
NBC TV AVERAGE AUDIENCE (%)					2.4		5.6		8.0		5.8		5.5		4.5	
NBC TV SHARE OF AUDIENCE %					20		33		38		26		24		19	
NBC TV AVG. AUD. BY ¼ HR. %					2.1	2.8	4.7	6.5	8.1	7.9	5.9	5.8	5.9	5.1	4.5	4.5

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					2,770		3,750		4,080		5,540		5,130		7,250	
ABC TV TOTAL AUDIENCE (%)					3.4		4.6		5.0		6.8		6.3		8.9	
ABC TV Program					SUPERFRIENDS (OP)		HEATHCLIFF & MARMADUKE		FONZ AND HAPPY DAYS GANG		SCOOBY DOO CLASSICS		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)	
ABC TV AVERAGE AUDIENCE (Households (000))					2,200		2,850		3,420		4,810		4,240		5,870	
ABC TV AVERAGE AUDIENCE (%)					2.7		3.5		4.2		5.9		5.2		7.2	
ABC TV SHARE OF AUDIENCE %					25		20		20		26		25		31	
ABC TV AVG. AUD. BY ¼ HR. %					2.3	3.1	3.3	3.8	3.7	4.8	5.8	6.1	5.0	5.3	6.9	7.6
CBS TV TOTAL AUDIENCE (Households (000))					3,100		4,320		4,560		6,760		7,010		7,010	
CBS TV TOTAL AUDIENCE (%)					3.8		5.3		5.6		8.3		8.6		8.6	
CBS TV Program					KWICKY KOALA SHOW (OP)		TROLLKINS (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3		POPEYE/OLIVE COMEDY SHOW (OP)	
CBS TV AVERAGE AUDIENCE (Households (000))					2,120		3,260		3,750		5,710		6,190		5,870	
CBS TV AVERAGE AUDIENCE (%)					2.6		4.0		4.6		7.0		7.6		7.2	
CBS TV SHARE OF AUDIENCE %					20		24		22		31		33		29	
CBS TV AVG. AUD. BY ¼ HR. %					2.1	3.0	3.8	4.2	4.3	5.0	6.8	7.2	7.4	7.8	7.4	7.0
NBC TV TOTAL AUDIENCE (Households (000))					2,770		4,400		6,280		5,050		5,460		4,650	
NBC TV TOTAL AUDIENCE (%)					3.4		5.4		7.7		6.2		6.7		5.7	
NBC TV Program			FLINTSTONE'S COMEDY SHW 1 (SUS)		FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I		SMURFS II (OP)		KID SUPER POWER I		KID SUPER POWER II (OP)		SPACE STARS I	
NBC TV AVERAGE AUDIENCE (Households (000))					2,200		3,670		5,540		4,240		4,320		3,990	
NBC TV AVERAGE AUDIENCE (%)					2.7		4.5		6.8		5.2		5.3		4.9	
NBC TV SHARE OF AUDIENCE %					23		27		33		23		24		21	
NBC TV AVG. AUD. BY ¼ HR. %					2.5	2.9	4.1	5.0	6.9	6.7	5.3	5.2	5.4	5.3	5.0	4.9
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	4.7	5.9	7.2	9.8	12.3	14.4	17.1	18.7	20.4	22.2	22.4	22.7	23.4	23.9	23.9	23.8
WK. 2	4.6	6.1	7.6	9.6	11.8	14.5	16.1	17.9	19.9	21.7	22.7	23.0	22.7	23.4	24.5	25.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SAT. SEPT. 26, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT.19, 1981

WEEK 1

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	5,870		4,970		4,810		7,340				20,290					
TOTAL AUDIENCE (%)	7.2		6.1		5.9		9.0				24.9					
Program	GOLDIE GOLD/ ACTION JACK (OP)		THUNDARR THE BARBARIAN (OP)		(1)		← AMERICAN BANDSTAND '81 →					← NCAA FOOTBALL GAME NOTRE DAME VS MICHIGAN (1:44-4:50PM)(OP) →				
AVERAGE AUDIENCE (Households (000))	4,650		4,240		3,910		4,730				9,540					
AVERAGE AUDIENCE (%)	5.7		5.2		4.8		5.8	5.0*		6.6*	11.7			11.1*		12.0*
SHARE OF AUDIENCE %	25		23		21		22	20 *		25 *	36			38 *		38 *
AVG. AUD. BY ¼ HR. %	5.9	5.5	4.9	5.5	4.7	4.9	4.6	5.4	6.6	6.7	9.3	9.5	10.8	11.4	11.7	12.3

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	7,340		5,540		5,950		5,380		4,730		3,990					
TOTAL AUDIENCE (%)	9.0		6.8		7.3		6.6		5.8		4.9					
Program	BLACKSTAR (OP)		TARZAN/L.RANGER/ ZORRO HR1 (OP)		TARZAN/L.RANGER/ ZORRO HR2 (OP)		TOM AND JERRY COMEDY SHOW (OP)		NEW FAT ALBERT SHOW (OP)		30 MINUTES					
AVERAGE AUDIENCE (Households (000))	5,790		4,810		4,810		4,480		3,910		3,100					
AVERAGE AUDIENCE (%)	7.1		5.9		5.9		5.5		4.8		3.8					
SHARE OF AUDIENCE %	30		25		24		21		17		13					
AVG. AUD. BY ¼ HR. %	7.0	7.1	6.0	5.8	6.1	5.8	5.5	5.5	4.9	4.7	3.9	3.6				

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	4,970		5,300		4,650		3,670						2,280	10,350		
TOTAL AUDIENCE (%)	6.1		6.5		5.7		4.5						2.8	12.7		
Program	SPACE STARS II (OP)		SPIDER-MAN & FRIENDS		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE						(2) (→OP)	NBC MAJOR LEAGUE GAME NY YANKEES VS BOSTON(OP) PITTSBURGH VS PHILADELPHIA MULTI-SEGMENT TELECAST→		
AVERAGE AUDIENCE (Households (000))	3,750		4,560		3,500		3,020						1,960	3,260		
AVERAGE AUDIENCE (%)	4.6		5.6		4.3		3.7						2.4	4.0		2.9*
SHARE OF AUDIENCE %	20		24		18		14						8	12		9 *
AVG. AUD. BY ¼ HR. %	4.5	4.8	5.4	5.8	4.0	4.5	3.7	3.6					2.5	2.7	3.3	2.6

WEEK 2

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	6,280		5,300		17,280											
TOTAL AUDIENCE (%)	7.7		6.5		21.2											
Program	GOLDIE GOLD/ ACTION JACK (OP)		THUNDARR THE BARBARIAN (OP)		← NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES(OP) MULTI-SEGMENT TELECAST→											
AVERAGE AUDIENCE (Households (000))	4,970		4,320		6,600											
AVERAGE AUDIENCE (%)	6.1		5.3		8.1			7.6*		9.3*		9.1*		8.4*		7.4*
SHARE OF AUDIENCE %	27		23		28			28 *		33 *		33 *		28 *		25 *
AVG. AUD. BY ¼ HR. %	6.0	6.3	5.4	5.2	5.4	6.1	7.2	8.0	8.9	9.7	9.6	8.6	8.5	8.3	7.8	6.9

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	8,230		7,250		7,420		5,870		4,810		2,930					
TOTAL AUDIENCE (%)	10.1		8.9		9.1		7.2		5.9		3.6					
Program	BLACKSTAR (OP)		TARZAN/L.RANGER/ ZORRO HR1 (OP)		TARZAN/L.RANGER/ ZORRO HR2 (OP)		TOM AND JERRY COMEDY SHOW (OP)		NEW FAT ALBERT SHOW (OP)		30 MINUTES					
AVERAGE AUDIENCE (Households (000))	6,520		6,110		6,110		4,730		4,400		2,610					
AVERAGE AUDIENCE (%)	8.0		7.5		7.5		5.8		5.4		3.2					
SHARE OF AUDIENCE %	32		31		28		20		18		11					
AVG. AUD. BY ¼ HR. %	8.1	7.9	7.7	7.4	8.0	7.0	5.6	5.9	5.1	5.7	3.2	3.2				

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	4,320		4,080		3,590		2,850						3,260	10,920		
TOTAL AUDIENCE (%)	5.3		5.0		4.4		3.5						4.0	13.4		
Program	SPACE STARS II (OP)		SPIDER-MAN & FRIENDS		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE						(3) (→OP)	NBC MAJOR LEAGUE GAME LOS ANGELES VS HOUSTON MILWAUKEE VS DETROIT(OP) MULTI-SEGMENT TELECAST→		
AVERAGE AUDIENCE (Households (000))	3,500		3,590		3,100		2,280						3,100	3,830		
AVERAGE AUDIENCE (%)	4.3		4.4		3.8		2.8						3.8	4.7		4.1*
SHARE OF AUDIENCE %	18		18		14		10						13	14		14 *
AVG. AUD. BY ¼ HR. %	4.5	4.2	4.2	4.6	3.6	4.0	2.8	2.7					3.8	3.8	4.0	4.1

TV HOUSEHOLDS USING TV (See Def. 1)

	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	23.9	24.0	23.7	24.4	24.3	24.6	26.0	27.5	27.5	27.7	28.0	28.7	28.4	29.2	30.4	30.1
WK. 2	25.1	25.2	24.4	24.6	25.9	27.5	27.6	29.3	29.1	29.5	28.6	28.4	29.7	31.0	30.8	31.1

U.S. TV Households: 81,500,000

(1)ABC WEEKEND SPECIALS, THE NOTORIOUS JUMPING FROG OF CALAVEROUS COUNTY,ABC,(12:00-12:30PM)

(2)NBC MAJOR LEAGUE PRE GAME,NBC,(2:00-2:18PM)

(3)NBC MAJOR LEAGUE PRE GAME,NBC,(2:00-2:17PM)

For explanation of symbols, See page A.

DAY SAT. SEPT.26, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 19, 1981 (WEEK 1)

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)									14,670 18.0							
ABC TV program	NCAA FOOTBALL GAME — NOTRE DAME VS MICHIGAN (1:44-4:50PM)(OP) →								← ABC WIDE WORLD-SPORTS SAT (5:00-6:34PM) →							
AVERAGE AUDIENCE (Households (000) & %)		10.5*		12.6*		12.8*		13.2*	7,340 9.0	9.0*		9.7*		8.5*		
SHARE OF AUDIENCE %		33 *		37 *		37 *		37 *	24	26 *		26 *		21 *		
AVG. AUD. BY ¼ HR. %	10.7	10.4	12.4	12.7	12.9	12.8	13.4	12.6	8.8	9.1	9.7	9.7	8.5	8.6	8.0	
CBS TV TOTAL AUDIENCE (Households (000) & %)							9,130 11.2								9,370 11.5	
CBS TV program							← CBS SPORTS SATURDAY →								CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)							4,650 5.7	4.9*		5.9*		6.5*			7,910 9.7	
SHARE OF AUDIENCE %							16	14 *		17 *		18 *			22	
AVG. AUD. BY ¼ HR. %							4.7	5.0	5.6	6.2	6.8	6.2			9.5	9.9
NBC TV TOTAL AUDIENCE (Households (000) & %)															7,580 9.3	
NBC TV program	NBC MAJOR LEAGUE GAME — NY YANKEES VS BOSTON, PITTSBURGH VS PHILADELPHIA, MULTI-SEGMENT TELECAST~ →														NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)		3.4*		3.7*		4.2*		4.8*		5.7*					6,190 7.6	
SHARE OF AUDIENCE %		11 *		11 *		12 *		13 *		17 *					17	
AVG. AUD. BY ¼ HR. %	3.1	3.7	3.4	4.1	4.1	4.2	4.5	5.1	6.7	4.6					7.5	7.7

DAY SAT. SEPT. 26, 1981 (WEEK 2)

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			14,340 17.6						24,690 30.3							
ABC TV program		(1) (→OP)	← ABC WIDE WORLD-SPORTS SAT — MULTI-SEGMENT TELECAST~ (OP) →						← NCAA FOOTBALL GAME 2 — VARIOUS TEAMS AND TIMES (5:00-8:19PM)							
AVERAGE AUDIENCE (Households (000) & %)		7.4*	8,070 9.9	9.4*		10.9*		9.4*	11,650 14.3	10.8*		13.6*		14.7*		14.0*
SHARE OF AUDIENCE %		23 *	27	27 *		29 *		24 *	32	28 *		34 *		34 *		32 *
AVG. AUD. BY ¼ HR. %	7.4	7.6	5.6	10.0	10.7	11.1	9.1	9.8	9.7	11.9	13.5	13.7	14.7	14.7	13.5	14.5
CBS TV TOTAL AUDIENCE (Households (000) & %)							11,740 14.4								7,660 9.4	
CBS TV program							← CBS SPORTS SATURDAY →								CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)							6,190 7.6	6.1*		8.1*		8.7*			6,680 8.2	
SHARE OF AUDIENCE %							19	16 *		20 *		21 *			18	
AVG. AUD. BY ¼ HR. %							5.7	6.5	7.6	8.6	9.2	8.2			7.8	8.5
NBC TV TOTAL AUDIENCE (Households (000) & %)															7,420 9.1	
NBC TV program	NBC MAJOR LEAGUE GAME — LOS ANGELES VS HOUSTON, MILWAUKEE VS DETROIT(SUS-OP), MULTI-SEGMENT TELECAST~ →														NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)		4.3*		4.4*		4.5*		5.6*							5,950 7.3	
SHARE OF AUDIENCE %		13 *		14 *		13 *		15 *							16	
AVG. AUD. BY ¼ HR. %	4.2	4.3	4.5	4.4	4.3	4.6	5.4	5.9	7.0	4.6					7.1	7.5

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	29.7	30.8	31.3	33.0	34.2	35.1	35.3	34.5	34.9	35.1	37.0	38.1	39.4	42.3	43.9	44.8
WK. 2	32.1	32.7	32.4	33.1	35.0	37.9	39.2	40.1	40.9	41.1	41.1	41.7	44.7	46.0	45.4	47.5

U.S. TV Households: 81,500,000

(1)NCAA FOOTBALL GAME, VARIOUS TEAMS AND TIMES, ABC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. SEPT. 26, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES — DAY SUN. SEPT. 20, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															1,790 2.2	
ABC TV program															KIDS ARE PEOPLE TOO ! (10:30-11:03AM)	
AVERAGE AUDIENCE (Households (000) & %)															1,300 1.6	
SHARE OF AUDIENCE %															7	
AVG. AUD. BY ¼ HR. %															1.6	1.6
CBS TV TOTAL AUDIENCE (Households (000) & %)									7,250 8.9							
CBS TV program					MIGHTY MOUSE/ HECKLE-JECKL (SUS) (SUS-OP)		DRAK PACK (SUS) (SUS-OP)		← SUNDAY MORNING →						FOR OUR TIMES (SUS)	
AVERAGE AUDIENCE (Households (000) & %)									3,830 4.7	3.8*		5.1*		5.3*		
SHARE OF AUDIENCE %									26	24 *		27 *		27 *		
AVG. AUD. BY ¼ HR. %									3.4	4.2	4.7	5.4	5.4	5.2		
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															1,870 2.3	1,870 2.3
ABC TV program													DIRECTIONS (SUS)		KIDS ARE PEOPLE TOO ! (10:30-10:58AM) (-OP)	
AVERAGE AUDIENCE (Households (000) & %)															1,390 1.7	1,470 1.8
SHARE OF AUDIENCE %															8	8
AVG. AUD. BY ¼ HR. %															1.5	1.7
CBS TV TOTAL AUDIENCE (Households (000) & %)									6,440 7.9							
CBS TV program					MIGHTY MOUSE/ HECKLE-JECKL (SUS) (SUS-OP)		DRAK PACK (SUS) (SUS-OP)		← SUNDAY MORNING →						FOR OUR TIMES (SUS)	
AVERAGE AUDIENCE (Households (000) & %)									3,500 4.3	3.8*		4.3*		4.9*		
SHARE OF AUDIENCE %									23	23 *		22 *		23 *		
AVG. AUD. BY ¼ HR. %									3.6	4.0	4.1	4.5	4.9	4.9		
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	4.5	5.0	6.2	6.8	8.3	10.0	12.0	13.5	15.5	17.4	18.9	20.1	20.5	21.5	21.3	21.6
WK. 2	3.3	3.9	5.3	6.5	7.8	10.0	12.5	13.9	16.4	18.2	19.1	20.3	21.9	22.1	22.2	22.7

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. SEPT. 27, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 20, 1981

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	ABC TV — TOTAL AUDIENCE (Households (000) & %)	2,120 2.6		1,550 1.9		2,770 3.4		1,960 2.4									
	ABC TV — Program	KIDS ARE PEOPLE TOO II (11:03-11:30AM) (OP)		ANIMALS, ANIMALS, ANIMALS (SUS-OP)		ISSUES AND ANSWERS		COLLEGE FOOTBALL '81		DIRECTIONS (SUS)							
	ABC TV — AVERAGE AUDIENCE (Households (000) & %)	1,630 2.0		1,140 1.4		2,280 2.8		1,630 2.0									
	ABC TV — SHARE OF AUDIENCE %	9		6		11		7									
	ABC TV — AVG. AUD. BY ¼ HR. %	2.0	1.9	1.4	1.5	2.7	2.8	2.0	2.0								
	CBS TV — TOTAL AUDIENCE (Households (000) & %)			4,240 5.2				6,520 8.0		26,650 32.7							
	CBS TV — Program			FACE THE NATION				CBS NFL FTBL PRE		← CBS NFL FTBL GM 1 → VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~							
	CBS TV — AVERAGE AUDIENCE (Households (000) & %)			3,100 3.8				4,650 5.7		12,880 15.8	11.2*		13.8*		15.6*		16.4*
	CBS TV — SHARE OF AUDIENCE %			16				23		44	38 *		41 *		42 *		43 *
	CBS TV — AVG. AUD. BY ¼ HR. %			4.1	3.5			4.8	6.6	10.3	12.1	13.2	14.5	15.3	16.1	16.6	16.4
	NBC TV — TOTAL AUDIENCE (Households (000) & %)					2,930 3.6		4,810 5.9		23,880 29.3							
	NBC TV — Program					MEET THE PRESS		NFL '81-NBC PRE		← NFL FOOTBALL GAME 1-NBC → VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~							
	NBC TV — AVERAGE AUDIENCE (Households (000) & %)					2,200 2.7		3,830 4.7		11,250 13.8	10.9*		13.7*		14.4*		13.9*
	NBC TV — SHARE OF AUDIENCE %					12		19		45	41 *		47 *		46 *		44 *
	NBC TV — AVG. AUD. BY ¼ HR. %					2.6	2.9	4.1	5.3	9.7	12.0	13.3	14.1	14.5	14.3	13.0	14.7
WEEK 2	ABC TV — TOTAL AUDIENCE (Households (000) & %)			2,610 3.2		2,930 3.6		3,670 4.5									
	ABC TV — Program	KIDS ARE PEOPLE TOO II (10:58-11:30AM) (OP)		ISSUES AND ANSWERS		COLLEGE FOOTBALL '81 ←		← SOCCER BOWL '81 →									
	ABC TV — AVERAGE AUDIENCE (Households (000) & %)			1,870 2.3		2,280 2.8		1,220 1.5	1.7*		1.4*		1.2*		1.2*		1.8*
	ABC TV — SHARE OF AUDIENCE %			10		11		4	6 *		4 *		3 *		3 *		4 *
	ABC TV — AVG. AUD. BY ¼ HR. %	1.7	1.9	2.5	2.2	2.8	2.7	1.7	1.7	1.5	1.2	1.2	1.3	1.1	1.3	1.7	1.9
	CBS TV — TOTAL AUDIENCE (Households (000) & %)			2,850 3.5				7,820 9.6		26,810 32.9							
	CBS TV — Program			FACE THE NATION				CBS NFL FTBL PRE		← CBS NFL FTBL GM 1 → VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~							
	CBS TV — AVERAGE AUDIENCE (Households (000) & %)			2,450 3.0				6,440 7.9		13,120 16.1	12.0*		15.8*		16.7*		16.1*
	CBS TV — SHARE OF AUDIENCE %			11				31		43	40 *		46 *		45 *		41 *
	CBS TV — AVG. AUD. BY ¼ HR. %			3.0	3.1			7.2	8.6	11.0	13.1	15.4	16.2	16.2	17.0	16.3	15.8
	NBC TV — TOTAL AUDIENCE (Households (000) & %)					3,020 3.7		5,300 6.5		25,350 31.1							
	NBC TV — Program					MEET THE PRESS		NFL '81-NBC PRE		← NFL FOOTBALL GAME 1-NBC → VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~							
	NBC TV — AVERAGE AUDIENCE (Households (000) & %)					2,770 3.4		4,080 5.0		12,230 15.0	11.4*		14.0*		15.3*		14.9*
	NBC TV — SHARE OF AUDIENCE %					14		20		40	38 *		41 *		41 *		38 *
	NBC TV — AVG. AUD. BY ¼ HR. %					3.6	3.3	4.2	5.7	10.3	12.7	13.7	14.5	15.3	15.3	14.8	15.1
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	21.9	22.9	23.8	25.0	25.3	25.8	26.0	27.6	29.9	31.6	33.4	35.2	36.4	38.0	38.1	38.6
	WK. 2	22.5	23.3	24.2	24.4	25.5	26.5	27.1	27.8	29.5	32.6	34.7	35.7	37.2	38.4	39.4	39.9

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. SEPT. 27, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT.20, 1981

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	11,250 13.8														4,810 5.9	
Program	← ABC SUNDAY AFTERNOON BSBL CINCINNATI VS LOS ANGELES OAKLAND VS CHICAGO WHITE SOX MULTI-SEGMENT TELECAST~ →														ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)	3,590 4.4	3.4*		3.8*		4.3*		5.0*		4.5*		5.0*			3,500 4.3	
SHARE OF AUDIENCE %	11	9 *		9 *		11 *		12 *		11 *		12 *			9	
AVG. AUD. BY ¼ HR. %	3.2	3.5	3.5	4.0	4.2	4.4	5.1	5.0	4.5	4.5	5.0	5.0	5.4	1.0	4.2	4.4
CBS TV TOTAL AUDIENCE (Households (000) & %)																
Program	CBS NFL FTBL GM 1 VARIOUS TEAMS AND TIMES(OP) MULTI-SEGMENT TELECAST~ (→OP) →				← CBS NFL FTBL GM 2 VARIOUS TEAMS AND TIMES(OP) MULTI-SEGMENT TELECAST~											
AVERAGE AUDIENCE (Households (000) & %)		16.9*		18.1*		10.2*		11.3*		13.9*		13.5*		13.8*		14.0*
SHARE OF AUDIENCE %		44 *		45 *		25 *		27 *		33 *		31 *		29 *		30 *
AVG. AUD. BY ¼ HR. %	16.8	17.0	17.8	18.2	14.2	10.8	<<	11.1	13.4	14.2	14.1	13.1	13.6	13.9	14.2	13.7
NBC TV TOTAL AUDIENCE (Households (000) & %)															6,190 7.6	
Program	NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES(OP) MULTI-SEGMENT TELECAST~ →														NBC NIGHTLY NEWS-SUN.	
AVERAGE AUDIENCE (Households (000) & %)		15.2*		15.4*											4,890 6.0	
SHARE OF AUDIENCE %		48 *		45 *											13	
AVG. AUD. BY ¼ HR. %	15.3	15.1	15.5	15.0	9.7	.5	<<								5.7	6.3

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	7,660 9.4														4,400 5.4	
Program	← ABC SUNDAY AFTERNOON BSBL MILWAUKEE VS DETROIT PITTSBURGH VS ST. LOUIS MULTI-SEGMENT TELECAST~ →														ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)	3,020 3.7	3.4*		3.1*		3.4*		3.8*		4.4*					3,670 4.5	
SHARE OF AUDIENCE %	9	8 *		7 *		8 *		9 *		10 *					9	
AVG. AUD. BY ¼ HR. %	3.6	3.4	3.1	3.1	3.5	3.5	3.7	3.9	4.7	4.2	<<				4.2	4.8
CBS TV TOTAL AUDIENCE (Households (000) & %)					24,040 29.5											
Program	CBS NFL FTBL GM 1 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~ (→OP)				← CBS NFL FTBL GM 2 VARIOUS TEAMS AND TIMES(OP) MULTI-SEGMENT TELECAST~											
AVERAGE AUDIENCE (Households (000) & %)		16.7*		18.0*	11,410 14.0	8.0*		10.3*		13.2*		14.3*		15.0*		13.8*
SHARE OF AUDIENCE %		41 *		43 *	30	18 *		23 *		30 *		33 *		31 *		27 *
AVG. AUD. BY ¼ HR. %	16.3	17.2	17.8	18.3	6.5	8.2	9.8	10.9	13.1	13.7	14.2	14.5	15.5	14.6	14.0	13.7
NBC TV TOTAL AUDIENCE (Households (000) & %)						6,280 7.7									6,280 7.7	
Program	NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~ (→OP) →						(1) (OP)		← RELIGIOUS SERIES (SUS) →						NBC NIGHTLY NEWS-SUN.	
AVERAGE AUDIENCE (Households (000) & %)		16.5*		17.5*		5,790 7.1									5,130 6.3	
SHARE OF AUDIENCE %		41 *		42 *		16									12	
AVG. AUD. BY ¼ HR. %	16.0	16.9	17.8	17.3	16.2	7.7	6.9	2.2							5.7	6.9

TV HOUSEHOLDS USING TV (See Def. 1)		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
	WK. 1	38.8	39.5	40.7	41.0	40.6	40.6	41.3	41.2	41.1	42.0	43.2	43.3	46.6	49.3	48.6	49.8
	WK. 2	40.5	41.8	42.5	43.8	45.4	45.8	46.1	46.1	45.7	45.8	44.7	45.8	48.8	50.4	50.1	51.6

U.S. TV Households: 81,500,000

(1)NFL FOOTBALL POST-NBC,NBC,MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SUN. SEPT.27, 1981

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG AUD BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY																	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.29AM	→GRID	30,560	37.5	15,730	19.3	36									
	2	9.00-12.00MD	→GRID								32,760	40.2	19,970	24.5	42		
			11.00						19.4							24.4	
			11.15				18.8*	37*	18.3					24.1*	46*	23.8	
			11.30						17.9							23.1	
			11.45				16.8*	40*	15.7					21.8*	49*	20.4	
			12.00						14.4								
			12.15				13.0*	38*	11.6								
	1	12.29-12.34AM	(SUS)														
	2	12.00-12.13AM	(SUS)														
NBC NBC NEWS UPDATE-2-MON(SUS)	2	9.52- 9.53PM	9.45														
EVENING TUESDAY																	
NBC NBC NEWS UPDATE-2-TUE(SUS)	1	9.55- 9.56PM	9.45														
EVENING WEDNESDAY																	
NBC NBC NEWS UPDATE-2-WED(SUS)	2	10.21-10.22PM	10.15														
EVENING THURSDAY																	
ABC NFL FOOTBALL SPECIAL(S)	1	8.30-11.40PM	→GRID	29,750	36.5	16,460	20.2	35									
			11.00						19.4								
			11.15				19.5*	38*	19.5								
			11.30						19.1								
	1	11.40-11.47PM	(SUS)														
CBS NURSE	2	9.33-10.33PM	→GRID								15,490	19.0	11,740	14.4	24		
			10.30													14.5	
CBS KNOTS LANDING	2	10.33-11.33PM	→GRID								13,940	17.1	9,860	12.1	25		
			11.00													12.0	
			11.15											11.9*	26*	11.8	
			11.30													11.4	
NBC LOVE LETTER TO JACK BENNY(S)	2	9.33-11.33PM	→GRID								20,460	25.1	11,570	14.2	26		
			11.00													14.5	
			11.15											13.9*	30*	13.3	
			11.30													11.3	
NBC NBC NEWS UPDATE-2-THU(SUS)	1	9.44- 9.45PM	9.30														
EVENING FRIDAY																	
NBC NBC NEWS UPDATE-2-FRI(SUS)	2	9.47- 9.48PM	9.45														
EVENING SATURDAY																	
ABC NCAA FOOTBALL GAME 2	2	5.00- 8.19PM	→GRID								24,690	30.3	11,650	14.3	32		
			8.15													12.8	
ABC ABC SPORTSBRIEF-SAT.	1	8.58- 8.59PM	8.45	11,490	14.1	11,490	14.1	27	14.1								
	2	9.09- 9.11PM	9.00								13,200	16.2	13,040	16.0	28	16.0	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	15,650	19.2	15,650	19.2	35	19.2		13,530	16.6	13,530	16.6	30	16.6	
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	10,680	13.1	10,680	13.1	25	13.1		13,530	16.6	13,530	16.6	29	16.6	
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	8,720	10.7	8,720	10.7	20	10.7		8,720	10.7	8,720	10.7	19	10.7	

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

Nielsen NATIONAL TV AUDIENCE ESTIMATES — OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING SATURDAY-CONT'D																	
NBC NBC NEWS UPDATE-2-SAT(SUS)	1	9.58- 9.59PM	9.45														
NBC NBC NEWS UPDATE-2-SAT.	2	9.58- 9.59PM	9.45								6,520	8.0	6,520	8.0	15	8.0	
EVENING SUNDAY																	
ABC ABC SPORTSBRIEF-SUN		7.57- 7.59PM	7.45	12,470	15.3	11,650	14.3	25	14.3		9,050	11.1	8,310	10.2	17	10.2	
ABC ABC SUNDAY NIGHT MOVIE	2	8.00-10.25PM	→GRID								20,130	24.7	11,080	13.6	21		
			10.15											12.8*	20*	12.2	
ABC ABC NEWSBRIEF-SUN.	1	9.29- 9.30PM	9.15	17,440	21.4	17,440	21.4	35	21.4								
	2	9.50- 9.52PM	9.45								10,510	12.9	10,430	12.8	19	12.8	
ABC IT'S A LIVING-FEATURETTE(SUS)	2	10.55-11.00PM	10.45														
CBS CBS NFL FTBL GM 2	2	4.08- 7.09PM	→GRID								24,040	29.5	11,410	14.0	30		
			7.15											16.6*	32*	17.2	
CBS 60 MINUTES	2	7.23- 8.23PM	→GRID								24,450	30.0	16,790	20.6	35		
	1	7.35- 8.35PM	→GRID	25,020	30.7	17,600	21.6	37									
			8.15											19.6*	32*	17.7	
			8.30						20.9								
CBS ARCHIE BUNKER'S PLACE	2	8.23- 8.53PM	→GRID								13,200	16.2	11,650	14.3	22		
	1	8.35- 9.05PM	→GRID	17,030	20.9	14,260	17.5	29									
			8.45													14.6	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
	1	8.35- 9.05PM	→GRID	17,030	20.9	14,260	17.5	29									
			8.45													14.6	
			9.00						19.1								
CBS ONE DAY AT A TIME	2	8.53- 9.23PM	→GRID								14,100	17.3	11,650	14.3	21		
	1	9.05- 9.35PM	→GRID	18,090	22.2	15,320	18.8	30									
			9.15													15.2	
			9.30						20.6								
CBS ALICE	2	9.23- 9.53PM	→GRID								14,100	17.3	12,800	15.7	23		
			9.45													16.2	
CBS NEWSBREAK-SUN.	2	9.21- 9.22PM	9.15								10,430	12.8	10,430	12.8	19	12.8	
CBS ALICE	1	9.35-10.05PM	→GRID	19,150	23.5	16,870	20.7	34									
			10.00						21.7								
CBS NEWSBREAK-SUN.	1	9.34- 9.35PM	9.30	14,590	17.9	14,590	17.9	29	17.9								
CBS JEFFERSONS	2	9.53-10.23PM	→GRID								15,570	19.1	13,120	16.1	25		
	1	10.05-10.35PM	→GRID	17,360	21.3	15,810	19.4	33									
			10.15													17.2	
			10.30						19.1								
CBS TRAPPER JOHN, M.D.	2	10.23-11.23PM	→GRID								17,440	21.4	12,710	15.6	29		
	1	10.35-11.35PM	→GRID	16,460	20.2	11,980	14.7	30									
			11.15											15.3*	32*	11.9	
			11.30						12.6								
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	7,990	9.8	7,990	9.8	16	9.8		19,320	23.7	19,320	23.7	36	23.7	
NBC NBC NEWS UPDATE-2-SUN.	1	9.54- 9.55PM	9.45	11,570	14.2	11,570	14.2	24	14.2								
NBC NBC NEWS UPDATE-2-SUN(SUS)	2	10.02-10.03PM	10.00														

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.45	13,040	16.0	13,040	16.0	27	14.3	M-F	13,860	17.0	13,610	16.7	27	16.7	M-F
			9.45						15.2	TU & W						17.0	TU-TH
			10.00						21.1	THU.							
ABC ABC NEWS:NIGHTLINE-T-F		11.30-12.00MD	11.30	6,440	7.9	5,130	6.3	19	6.9	TUWF	6,280	7.7	4,970	6.1	18	6.8	TU-F
			11.45						5.7	TUWF						5.4	TU-F
ABC ABC NEWS:NIGHTLINE-WED(B)	1	12.00-12.15AM	12.00	3,670	4.5	3,670	4.5	18	4.5	WED.							
ABC CHARLIE'S ANGELS-12.00	2	12.00- 1.08AM	12.00								3,420	4.2	2,040	2.5	12	2.8	THU.
			12.15											2.7*	11*	2.6	THU.
			12.30													2.4	THU.
			12.45											2.4*	13*	2.5	THU.
			1.00													2.3	THU.
ABC FANTASY ISLAND-12.00	1	12.00- 1.08AM	12.00	3,500	4.3	2,200	2.7	13	3.4	TUE.							
	2	12.00- 1.07AM	12.00								2,930	3.6	2,200	2.7	14	2.9	TUE.
			12.15				3.2*	14*	3.0	TUE.				2.8*	12*	2.8	TUE.
			12.30						2.4	TUE.						2.8	TUE.
			12.45				2.4*	13*	2.3	TUE.				2.7*	16*	2.6	TUE.
			1.00						2.0	TUE.						2.5	TUE.
ABC FRIDAYS	1	12.00- 1.30AM	12.00	7,250	8.9	4,080	5.0	21	5.8	FRI.							
	2	12.00- 1.29AM	12.00								7,340	9.0	4,080	5.0	19	6.2	FRI.
			12.15				5.9*	20*	6.1	FRI.				5.7*	18*	5.3	FRI.
			12.30						5.4	FRI.						5.4	FRI.
			12.45				5.2*	22*	5.0	FRI.				5.1*	20*	4.8	FRI.
			1.00						4.1	FRI.						4.5	FRI.
			1.15				3.9*	20*	3.7	FRI.				4.3*	20*	4.2	FRI.
ABC LOVE BOAT-12.00	2	12.00- 1.09AM	12.00								3,500	4.3	2,200	2.7	14	3.1	WED.
			12.15											3.0*	13*	3.0	WED.
			12.30													2.6	WED.
			12.45											2.4*	14*	2.3	WED.
			1.00													2.2	WED.
ABC ABC NEWS:NIGHTLINE-THU(B)	1	12.18-12.48AM	12.15	4,970	6.1	3,990	4.9	22	5.6	THU.							
			12.30						4.5	THU.							
			12.45						3.8	THU.							
ABC LOVE BOAT-12.00	1	12.15- 1.24AM	12.15	3,670	4.5	2,770	3.4	20	3.5	WED.							
			12.30						3.5	WED.							
			12.45				3.5*	20*	3.5	WED.							
			1.00						3.3	WED.							
			1.15				3.3*	24*	3.2	WED.							
ABC ABC NEWS:NIGHTLINE-MON	2	12.44- 1.14AM	12.30								3,910	4.8	3,340	4.1	24	5.0	MON.
			12.45													4.3	MON.
			1.00													3.8	MON.
ABC CHARLIE'S ANGELS-12.00	1	12.48- 1.56AM	12.45	3,420	4.2	2,280	2.8	20	3.0	THU.							
			1.00						3.0	THU.							
			1.15				3.0*	21*	3.0	THU.							
			1.30						2.7	THU.							
			1.45				2.6*	23*	2.4	THU.							
ABC ABC NEWS:NIGHTLINE-MON	1	1.05- 1.35AM	1.00	3,590	4.4	3,020	3.7	24	4.5	MON.							
			1.15						3.4	MON.							

CONT'D

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
ABC ABC NEWS:NIGHTLINE-MON-CONT'D			1.30						3.1	MON.							
CBS NEWSBREAK-M-F	1	>	8.30	10,430	12.8	9,860	12.1	20	9.0	M-F							
	2	>	8.45						13.7	M-F	11,980	14.7	11,650	14.3	23	14.7	M-F
CBS LATE MOVIE I		>	11.30	7,010	8.6	4,400	5.4	19	6.2	M-F	6,930	8.5	4,400	5.4	20	6.0	M-F
			11.45				6.1*	18*	6.0	M-F				5.9*	17*	5.8	MTUWF
			12.00						5.4	M-F						5.3	M-F
			12.15				5.1*	20*	4.7	M-F				5.2*	20*	5.1	M-F
			12.30						4.3	M-F						4.9	M-F
			12.45						4.4	M-F				4.6*	25*	5.7	M-F
			1.00													4.3	THU.
		VARIOUS TIMES	(SUS)														
CBS LATE MOVIE II		>	12.30	3,420	4.2	2,610	3.2	19	3.6	M-F	3,910	4.8	3,260	4.0	26	3.8	M-F
			12.45				3.2*	18*	3.5	M-F				4.0*	24*	4.4	MTUWF
			1.00						3.0	M-F						4.1	M-F
			1.15				3.1*	20*	2.9	M-F				4.2*	27*	3.8	M-F
			1.30													4.3	TH & F
			1.45											2.9*	26*	2.8	TH & F
			2.00													2.5	THU.
		VARIOUS TIMES	(SUS)														
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	10,760	13.2	10,760	13.2	22	13.2	M-F	8,390	10.3	8,390	10.3	17	9.3	M-F
			9.15													14.1	WED.
NBC NBC NEWS UPDATE-2-M-F		>	9.45	10,680	13.1	10,680	13.1	22	13.1	MWF	9,130	11.2	9,130	11.2	19	9.4	TU&TH
			10.15													12.9	THU.
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,620	11.8	5,790	7.1	24	8.6	M-F	9,130	11.2	5,540	6.8	24	7.8	M-F
			11.45				8.0*	24*	7.4	M-F				7.5*	22*	7.1	MTUWF
			12.00						6.4	M-F						7.0	M-F
			12.15				6.2*	24*	6.0	M-F				6.5*	25*	6.1	M-F
			12.30													5.7	THU.
			12.45											5.4*	28*	5.2	THU.
			1.00													4.5	THU.
NBC SCTV NETWORK/90	1	12.30- 1.58AM	12.30	5,380	6.6	2,690	3.3	17	4.6	FRI.							
			12.45				4.1*	18*	3.6	FRI.							
			1.00						3.1	FRI.							
			1.15				3.0*	15*	2.9	FRI.							
			1.30						2.9	FRI.							
			1.45				2.7*	16*	2.4	FRI.							
NBC TOMORROW COAST TO COAST-1		12.30- 1.00AM	12.30	3,100	3.8	2,610	3.2	17	3.5	M-TH	2,530	3.1	2,200	2.7	16	3.0	M-TH
			12.45						3.0	M-TH						2.3	M-W
			1.00													3.0	THU.
			1.15													2.4	THU.
			1.30													2.4	THU.
NBC TOMORROW FRIDAY SPECIAL(S)	2	12.30- 1.49AM	12.30								4,320	5.3	2,200	2.7	12	3.9	FRI.
			12.45											3.3*	13*	2.7	FRI.
			1.00													2.5	FRI.
			1.15											2.4*	11*	2.3	FRI.
			1.30													2.1	FRI.
			1.45													1.9	FRI.

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOURS)

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
NBC TOMORROW COAST TO COAST-2		>	1.00	2,360	2.9	1,790	2.2	18	2.6	M-TH	1,870	2.3	1,220	1.5	14	1.8	M-TH
			1.15				2.4*	17*	2.2	M-TH				1.6*	13*	1.3	M-W
			1.30						1.9	M-TH						1.4	M-TH
			1.45				1.7*	16*	1.8	M-TH				1.4*	14*	1.3	M-TH
			2.00													1.7	THU.
			2.15											1.6*	18*	1.5	THU.
		VARIOUS TIMES	(SUS)														
DAY MONDAY-FRIDAY																	
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F							M-F
ABC ABC DAYTIME NEWSBRIEF-M-F	1	>	1.45	7,340	9.0	7,010	8.6	33	8.7	M-F							
	2	1.57- 1.59PM	1.45								7,340	9.0	7,090	8.7	32	8.7	M-F
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F							M-F
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F							M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30								11,170	13.7	7,820	9.6	29	8.5	WED.
			4.45											8.9*	28*	9.4	WED.
			5.00													10.2	WED.
			5.15											10.2*	30*	10.2	WED.
CBS SUMMER SEMESTER(SUS)	1	6.30- 7.00AM	6.30							M-F							
CBS SUMMER SEMESTER MWF(SUS)	1	6.30- 7.00AM	6.30							M-F							
CBS SUNRISE SEMESTER(SUS)	2	6.30- 7.00AM	6.30														M-F
CBS SUNRISE SEMESTER MWF(SUS)	2	6.30- 7.00AM	6.30														M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	4,080	5.0	3,990	4.9	24	4.9	M-F	4,480	5.5	4,240	5.2	26	5.2	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,050	6.2	4,890	6.0	20	6.0	M-F	5,050	6.2	4,810	5.9	19	5.9	M-F
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	3,420	4.2	3,020	3.7	24	3.7		2,690	3.3	2,280	2.8	23	2.8	
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-10.59AM	10.45	4,890	6.0	4,320	5.3	24	5.3		6,360	7.8	5,620	6.9	29	6.9	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	4,890	6.0	4,160	5.1	22	5.1		5,220	6.4	4,890	6.0	26	6.0	
ABC SCHOOLHOUSE ROCK-11.56AM		11.55-11.59AM	11.45	5,130	6.3	4,560	5.6	25	5.6		4,320	5.3	3,990	4.9	21	4.9	
ABC NCAA FOOTBALL GAME	2	12.13- 3.26PM	→GRID								17,280	21.2	6,600	8.1	28		
			3.30													2.4	
ABC NCAA FOOTBALL PRE GAME	2	12.00-12.13PM	→GRID								4,240	5.2	4,080	5.0	21		
	1	1.30- 1.44PM	→GRID	7,740	9.5	7,250	8.9	33									
ABC NCAA FOOTBALL POST GAME	2	3.37- 3.47PM	3.30								6,760	8.3	6,030	7.4	23	7.6	
			3.45													4.8	
	1	4.50- 5.00PM	4.45	9,050	11.1	9,290	11.4	33	11.4								
CBS SUMMER SEMESTER SAT(SUS)	1	6.30- 7.00AM	6.30														
CBS SUNRISE SEMESTER SAT(SUS)	2	6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,830	4.7	3,590	4.4	31	4.4		2,850	3.5	2,610	3.2	22	3.2	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,100	3.8	2,930	3.6	19	3.6		3,590	4.4	3,420	4.2	23	4.2	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	4,400	5.4	4,160	5.1	23	5.1		4,480	5.5	4,240	5.2	24	5.2	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	5,790	7.1	5,620	6.9	30	6.9		6,110	7.5	5,870	7.2	31	7.2	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,600	8.1	5,950	7.3	31	7.3		6,280	7.7	5,710	7.0	27	7.0	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELECAST DAYS
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,950	7.3	5,460	6.7	28	6.7		7,170	8.8	6,680	8.2	33	8.2	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,890	6.0	4,650	5.7	23	5.7		6,190	7.6	5,870	7.2	29	7.2	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,890	6.0	4,560	5.6	23	5.6		5,710	7.0	5,130	6.3	23	6.3	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,730	5.8	4,240	5.2	19	5.2		4,890	6.0	4,400	5.4	18	5.4	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,160	5.1	3,910	4.8	17	4.8		4,810	5.9	4,400	5.4	18	5.4	
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	2,360	2.9	2,280	2.8	21	2.8		2,610	3.2	2,530	3.1	23	3.1	
NBC ASK NBC NEWS-09:28AM		9.28- 9.30AM	9.15	5,220	6.4	4,970	6.1	28	6.1		5,130	6.3	4,890	6.0	28	6.0	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,080	5.0	3,750	4.6	20	4.6		3,990	4.9	3,750	4.6	21	4.6	
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	4,240	5.2	3,910	4.8	21	4.8		3,180	3.9	3,100	3.8	16	3.8	
NBC ASK NBC NEWS 12:28PM		12.28-12.30PM	12.15	3,420	4.2	3,340	4.1	17	4.1		3,340	4.1	3,260	4.0	15	4.0	
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.18PM	→GRID	2,280	2.8	1,960	2.4	8									
	2	2.00- 2.17PM	→GRID								3,260	4.0	3,100	3.8	13		
			2.15						2.2							3.8	
NBC SPORTS FILL-NBC(SUS)	2	5.20- 5.28PM	5.15														
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.03AM	→GRID	1,790	2.2	1,300	1.6	7									
	2	10.30-10.58AM	→GRID								1,870	2.3	1,390	1.7	8		
			10.45													1.9	
			11.00						1.8								
ABC DEAR ALEX & ANNIE-11.25AM		11.25-11.29AM	11.15	1,470	1.8	1,300	1.6	7	1.6		1,710	2.1	1,550	1.9	8	1.9	
ABC ANIMALS/ROCK(SUS)	1	11.55-11.59AM	11.45														
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45														
CBS CBS NFL FTBL GM 1	1	1.00- 4.11PM	→GRID	26,650	32.7	12,880	15.8	44									
			4.00						14.2								
			4.15				14.4*	35*	10.3								
			4.30						<<								
CBS CBS NFL FTBL POST	1	3.51- 4.00PM	3.45	5,300	6.5	4,160	5.1	13	5.1								
NBC NFL FOOTBALL GAME 1-NBC	2	1.00- 4.19PM	→GRID								25,350	31.1	12,230	15.0	40		
			4.15													7.5	
			4.30													<<	
NBC NFL FOOTBALL POST-NBC	1	4.06- 4.19PM	4.00	6,600	8.1	6,110	7.5	18	8.2								
			4.15						5.3								